

JUL 31, 2015

#196

# Apple Magazine™

**HEALTH**  
PATIENTS  
ONLINE  
APPS TURN SMARTPHONES INTO  
TOOLS FOR MEDICAL RESEARCH

**PIXELS**  
COMEDY  
ADVENTURE  
CLASSIC ARCADE GAME  
CHARACTERS ON THE ATTACK

# GOODBYE WINDOWS

iOS DEVICE SALES SET TO SURPASS WINDOWS PC SALES





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# *POPE SIGNS HIMSELF UP FOR WORLD YOUTH DAY USING TABLET*



Pope Francis opened the registration period for next year's World Youth Day in Poland, using a tablet computer to sign himself up from a window overlooking St. Peter's Square during the traditional Sunday blessing.

The pontiff was joined by two young people as he extended an invitation to the world's Roman Catholic youth to join him in Krakow from July 25-31, 2016.

In Krakow, an electronic clock was installed on the Renaissance Holy Mary Basilica to count the days remaining until the event, initiated by Polish-born St. John Paul II. The late pontiff's secretary, Card. Stanislaw Dziwisz, celebrated a Mass to draw attention to the youth festival, while Krakow residents danced a traditional Polonaise dance in the vast Market Square in a gesture of invitation.



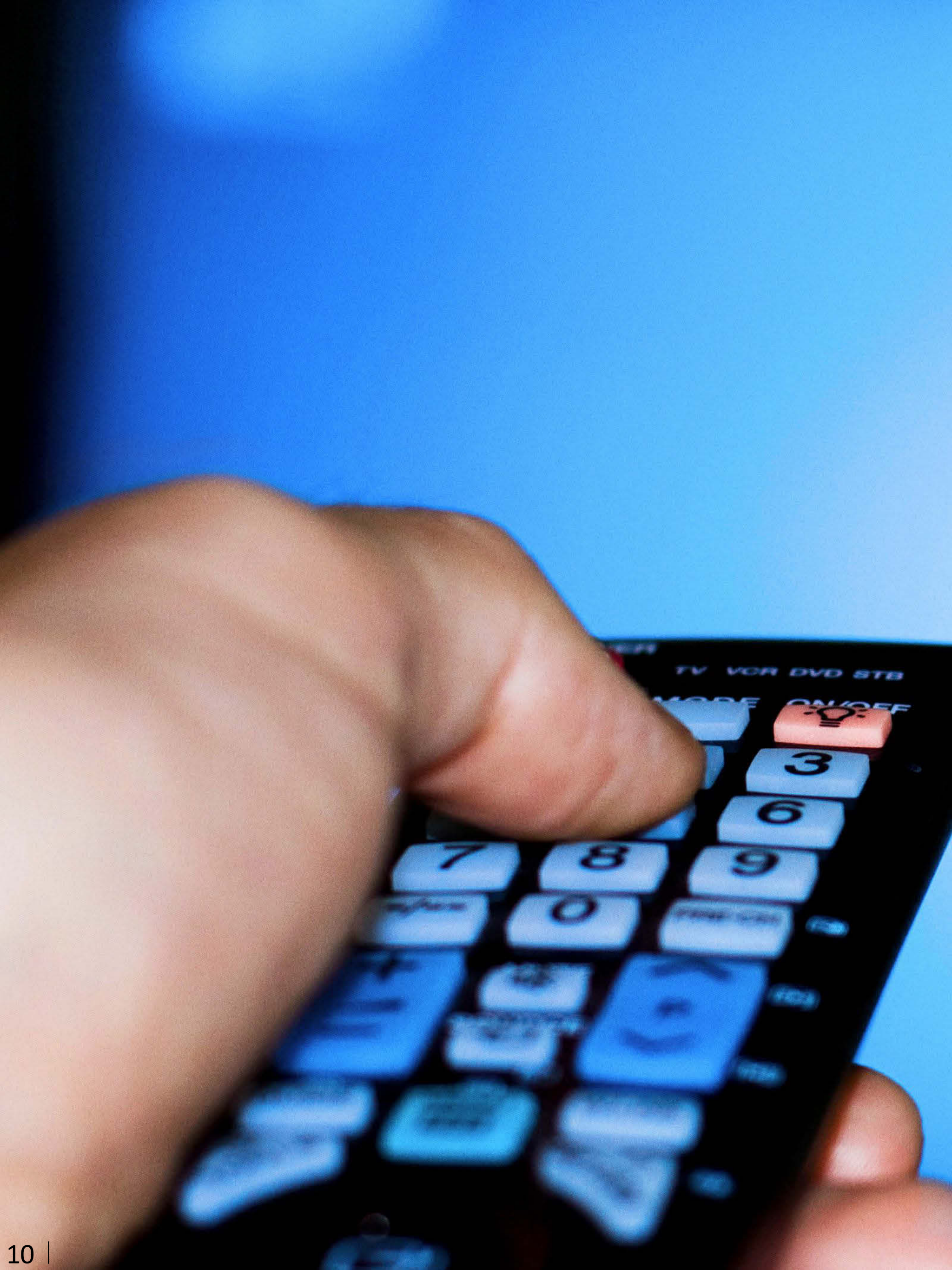




At the Vatican, the young man and young woman joined Francis in prayer for the release of the Rev. Paolo Dall'Oglio, kidnapped two years ago in Syria as well as for the release of Orthodox bishops being held "and all the other people in conflict zones who have been kidnapped."

Francis called for renewed action by local and international authorities to win their release from captivity.







# *AT&T BUYS DIRECTV, NOW BIGGEST TRADITIONAL TV PROVIDER IN US*

Even as TV watchers increasingly go online, AT&T has become the country's biggest traditional TV provider with its \$48.5 billion purchase of DirecTV.

It got its regulatory approval Friday from the Federal Communications Commission after more than a year. The Justice Department had already cleared the deal on Tuesday.

AT&T Inc. now has 26.4 million cable and satellite TV subscribers.

That's more than Comcast as well as a bigger Charter, which is seeking government approval to buy Time Warner Cable.



Suppliers of TV are buying one another as video from Internet competitors like Netflix gets more popular and costs rise for channels.

Adding TV customers gives AT&T more power to negotiate with big media companies over prices for those channels.

The deal also combines a nationwide satellite TV service, the country's largest, with the No. 2 nationwide wireless network as time spent on mobile devices increases. DirecTV also has 19.5 million customers in Latin America, where AT&T wants to grow.

"We'll now be able to meet consumers' future entertainment preferences, whether they want traditional TV service with premier programming, their favorite content on a mobile device, or video streamed over the Internet to any screen," said AT&T CEO Randall Stephenson in a statement.

What could change for customers? AT&T said that it will launch new TV, Internet and mobile phone bundles in the coming weeks.

AT&T's purchase of DirecTV was approved even as Comcast's bid for Time Warner Cable, which would have made the country's biggest cable company even more massive, was blocked. The AT&T deal did not trigger the same fears from consumer advocates because the company wouldn't contain an entertainment division like Comcast's NBCUniversal and wouldn't gain Internet customers, considered the future of the industry, by buying DirecTV.

The FCC repeated Friday that it had set certain requirements for the merger, which it had disclosed on Tuesday when the head of the agency announced his support for the deal.

Among these are that AT&T has to expand a fiber network that can handle fast Internet speeds to 12.5 million possible customers, which it says compensates for the loss of a video option in markets where AT&T's U-verse



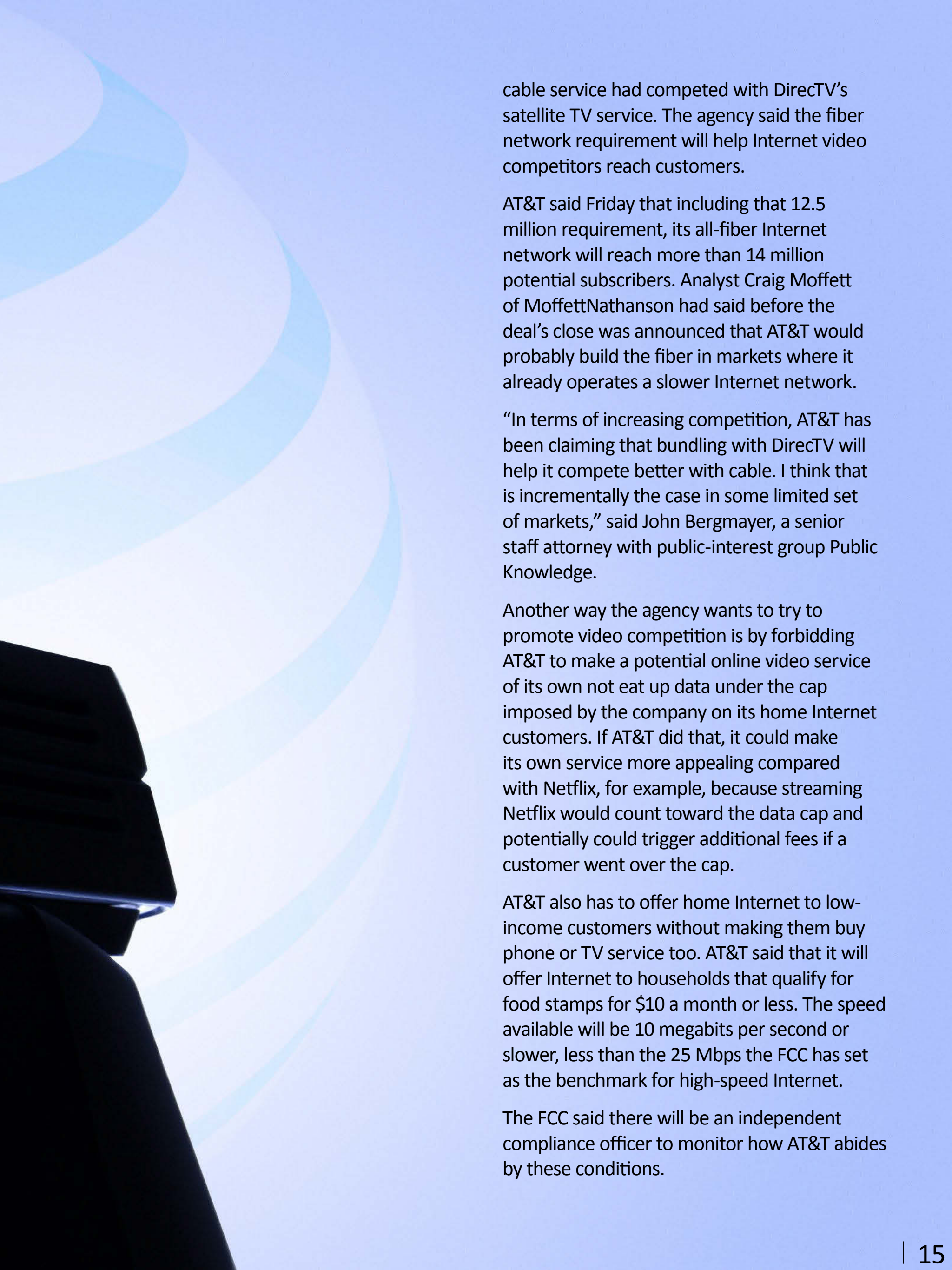












cable service had competed with DirecTV's satellite TV service. The agency said the fiber network requirement will help Internet video competitors reach customers.

AT&T said Friday that including that 12.5 million requirement, its all-fiber Internet network will reach more than 14 million potential subscribers. Analyst Craig Moffett of MoffettNathanson had said before the deal's close was announced that AT&T would probably build the fiber in markets where it already operates a slower Internet network.

"In terms of increasing competition, AT&T has been claiming that bundling with DirecTV will help it compete better with cable. I think that is incrementally the case in some limited set of markets," said John Bergmayer, a senior staff attorney with public-interest group Public Knowledge.

Another way the agency wants to try to promote video competition is by forbidding AT&T to make a potential online video service of its own not eat up data under the cap imposed by the company on its home Internet customers. If AT&T did that, it could make its own service more appealing compared with Netflix, for example, because streaming Netflix would count toward the data cap and potentially could trigger additional fees if a customer went over the cap.

AT&T also has to offer home Internet to low-income customers without making them buy phone or TV service too. AT&T said that it will offer Internet to households that qualify for food stamps for \$10 a month or less. The speed available will be 10 megabits per second or slower, less than the 25 Mbps the FCC has set as the benchmark for high-speed Internet.

The FCC said there will be an independent compliance officer to monitor how AT&T abides by these conditions.





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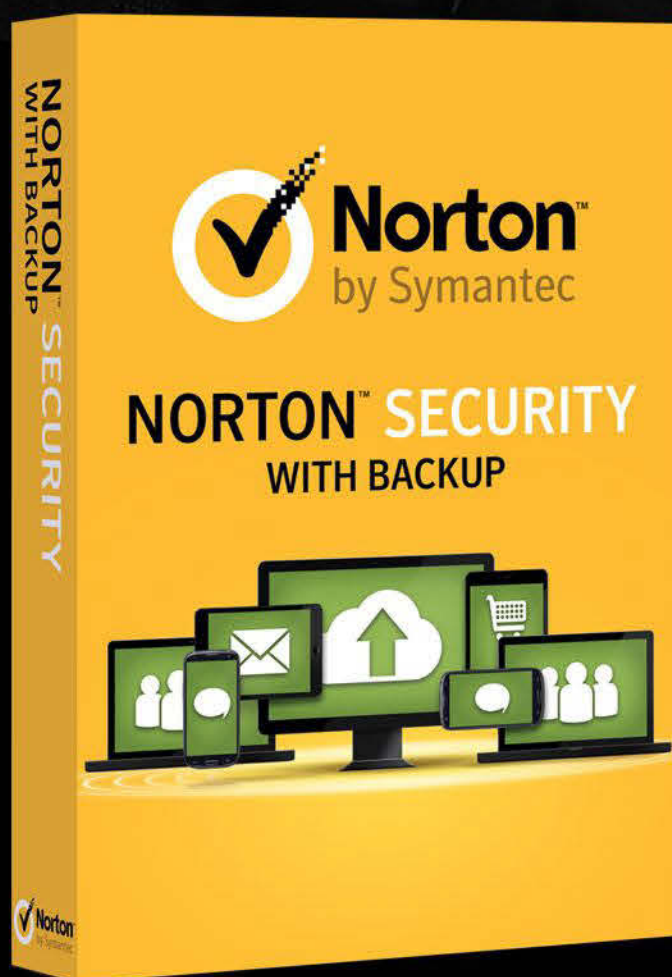


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The background of the poster is a dark, pixelated landscape. In the upper left corner, there is a bright, fiery explosion. The ground is covered in a dense field of small, dark, pixelated cubes. The overall aesthetic is reminiscent of classic 8-bit video games.

**ADAM SANDLER STARS IN NEW  
COMEDY ADVENTURE**

**CLASSIC  
ARCADE  
GAME  
CHARACTERS  
ARE ON THE  
ATTACK IN  
PIXELS**









There are some icons of video-game history that have so long persisted in popular culture that you hardly need to be a thoroughly experienced gamer to know who they are - think Pac-Man and Donkey Kong. However, these characters will be especially meaningful to many whose gaming infancy was in the 1980s, and those people are the most likely to appreciate *Pixels*, the new Adam Sandler comedy that casts giant digital recreations of retro gaming icons as amusingly surprising threats to humanity.

## **THE HEIGHT OF SILLINESS AWAITS WITH PIXELS**

As you have likely already gathered by now, the concept of *Pixels* is utterly bonkers. However, unlike the raft of superhero movies that have been occupying theater screens practically non-stop this summer, *Pixels* clarifies early, even in its previously-released trailers, that it is never asking to be taken seriously. And, if the mere presence of comedy heavyweights Adam Sandler, Josh Gad and Kevin James in the leading cast doesn't make this clear, the sight of James' character shooting a cute digital Smurf and muttering to his cohorts "don't tell anybody I killed a Smurf" certainly should.

Sandler takes center stage as Sam Brenner, who was a champion Pac-Man player in the 1980s and has been called upon by his childhood friend, the current US President Will Cooper played by James, to help him to defeat huge virtual recreations of games characters including - yes - Pac-Man and





Donkey Kong, plus Space Invaders and Centipede, before they destroy the planet. These vicious characters are the tools of aliens who, having seen video-feeds of classic arcade games that had been put into a time capsule sent into outer space by NASA to attempt peaceful contact with extraterrestrial life, have misinterpreted these feeds as declaring war. Okay, NASA, so that was a bit of a blunder...

Brenner and Cooper are joined in their lovably daft mission by Ludlow Lamonsoff,

a chronically socially inept avid conspiracy theorist played by Josh Gad, and Eddie Plant, who was once Brenner's gaming nemesis and has been **modeled in physical image and character on the real-life Pac-Man gaming champion Billy Mitchell**. Also part of the team battling the quirky threat is weapons developer and military specialist Lieutenant Colonel Violet van Patten, **portrayed by the often unjustly overlooked - and, ahem, just lovely - Michelle Monaghan**.





## FROM A TWO MINUTE DISTRACTION TO A 105 MINUTE POTENTIAL BLOCKBUSTER

The original inspiration for the movie was an animated short film of the same name that was written and directed by Patrick Jean and told of classic characters from video-gaming yesteryear invading New York City. However, whereas that film, which was released in April 2010 and **named the best short film at the Annecy International Animated Film Festival**

**in 2011**, lasted only two minutes, the new movie clocks in at 105 minutes! For fans of the short film, then, the feature-length Pixels promises to be like enjoying a whole tub of ice cream that they previously could only sample a single spoonful of...

The earliest news that Columbia Pictures and Sandler's production company Happy Madison Productions were preparing to make a feature-length movie based on Jean's work came on May 12, 2010. It was revealed













THE





that **Sandler's company had acquired the rights to the work, which had become a viral hit, and intended to make it in 3D** - an excellent idea, given how much computer-generated visuals suit the 3D effect on a big screen, and an idea that has unsurprisingly survived to the finished film.

Though it took a few more years for a satisfying script to be put together, there was a big coup for Happy Madison when, in May 2013, it was reported that **Chris Columbus, most famous for having helped to launch the blockbuster Harry Potter film franchise, was in talks to direct Pixels.** Columbus indeed ended up in the director's chair, and he certainly must have seemed an apt choice, his directorial track record including such popular family-friendly fare as the first two Home Alone movies and the Robin Williams vehicle Mrs. Doubtfire.





## FAMILIAR DIGITAL FACES, BUT LESS FAMILIAR STREETS

Nonetheless, the PG-13 rating attached to *Pixels* demonstrates that teenagers, not children, are the youngest target audience - and it's sensible to suggest that audiences much older than this are the most likely to be, ironically, giggling like children when they recognize one classic game character after another hurtling around city streets on screen.

A particularly good reason that they have to be appreciative of this is that the filmmakers needed permission from the companies that own these characters before they could be included in the film.

The film's producer, Allen Covert, revealed that his team approached the well-known retro games featured in *Pixels* **"with a deep love for their characters and a respect for the elements that make them unique and iconic, and we've**



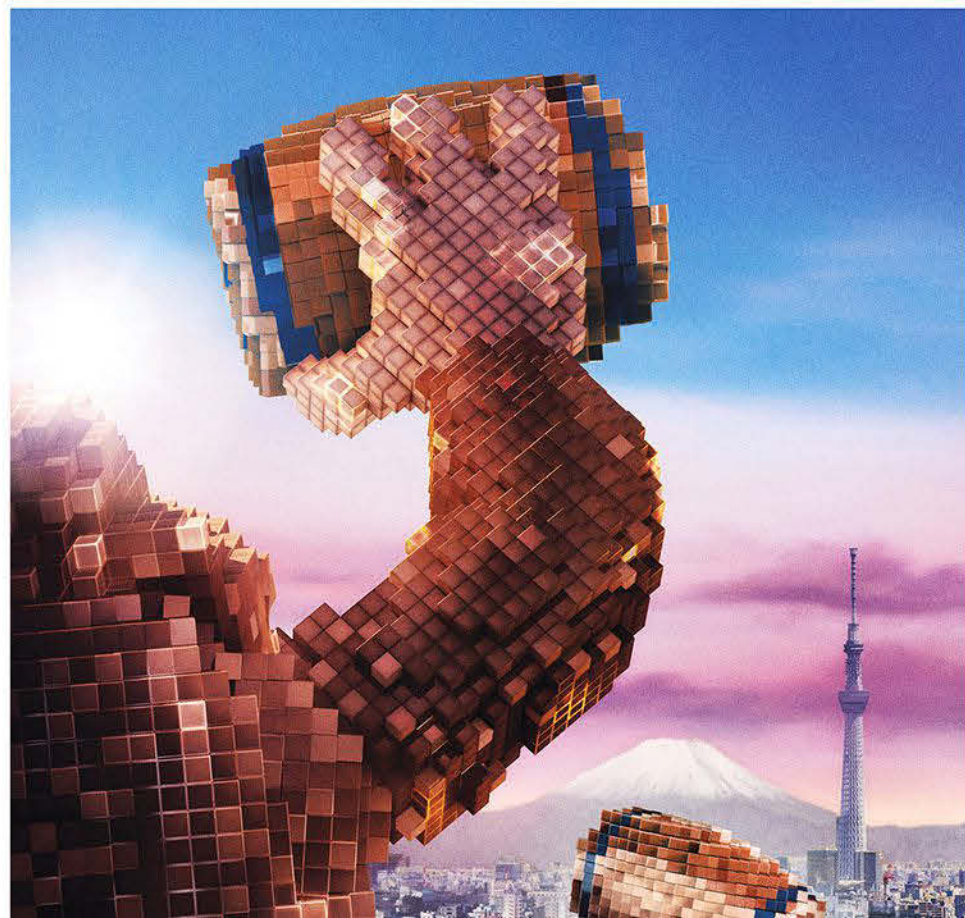


**worked with the companies to incorporate those elements into the film".** So, people who were regularly gaming at arcade machines in the 1980s can rest assured that, when they go to see *Pixels*, they can expect genuinely accurate and faithful depictions of these legendary characters. It should be much like saying "hello" again to old friends from school...

What these viewers are less likely to recognize, however, are the supposed streets of New

York City that appear in the movie. **During principal photography, which began on June 2, 2014, downtown streets of the Canadian city of Toronto were dressed to resemble NYC streets.** The production crew even added "stairs" for recreating the look of an NYC subway! Toronto was also used for shooting scenes set in Washington, D.C.; **Bay Street was, last August, seen decorated with damaged vehicles as filming took place.**







## ACCORDING TO THE CRITICS, IT'S LIKE AN ARCADE GAME, BUT...

So, has all of this careful effort resulted in a pleasing reaction from the critics? The answer to that question is... no. At the time that we write this, the movie has a Tomatometer rating of just 19% on the film reviews compilation site Rotten Tomatoes. This is hardly resounding confirmation that Sandler's and Columbus's work here has been worthwhile, though the poor critical reaction is apt in at least one sense. The Critical Consensus on Rotten Tomatoes reads that Pixels, **"like the worst arcade games from the era that inspired it, ... has little replay value and is hardly worth a quarter."**

One overriding perception to gain from the reviews is that Pixels is basically a very standard Adam Sandler comedy, except with the glossier sheen of the CGI that wowed in the trailers. The San Francisco Examiner's Jeffrey M. Anderson writes that, though the movie "has a few laughs and a few nostalgic

riffs", there comes a time when, **"like an old arcade game, the whole thing feels two-dimensional, and all surface."** ScreenRant's Ben Kendrick despondently opines: **"Despite a solid premise and talented supporting cast, Pixels is another shallow addition to Adam Sandler's product line."**

Rentrak estimated on Sunday that Pixels made \$24 million in revenue over its first weekend in theaters in the US and Canada, only narrowly missing out on the box office top spot to Ant-Man, which was thought to have grossed \$24.8 million over the same period. So, can the movie make back the \$88 million that it cost to make? Our own opinion is that negative word of mouth and competition from better-received holdover movies like Jurassic World and Minions mean that any popularity that the Sandler comedy gets is likely to be short-lived. In rather sharp contrast to a lot of the game characters who appear in the film... ■

by Benjamin Kerry & Gavin Lenaghan





## A dense, overlapping collage of Apple Magazine covers from various issues. The covers are arranged in a way that creates a sense of depth and movement, with some covers appearing more prominent than others. The headlines on the covers include: "STEVE JOBS", "PREPARING FOR BATTLE", "iPad Art", "Flashback Virus", "Pigs", "Differed", "Power On", "At the Movies", "Portable Television", "THE BIG PLAYER SHUTTERBUGS", "WWDC 2012", "iOS BRINGS ENTERTAINMENT ON THE ROAD", "MAKING PODCASTS COOL AGAIN", "Best Features of the Most Advanced iOS Ever", "LONDON 2012", "ACTIVIST", "THE BLUEPRINT OF LIFE", "APPLE vs SAMSUNG", "ETIQUETTE", "HIGH 5", "iPhone 5", "THE FUTURE OF MOBILE GAMING", "CORE iPad mini", "WINDOWS 8", "The New iMac", and "ANGRY BIRDS STAR WARS". The covers also feature various images of Apple products, people, and abstract designs. The overall color palette is dominated by the red, white, and black of the Apple logo and the vibrant colors of the magazine covers.

# It's all about Apple



The background of the advertisement is a photograph of a modern, bright office or home workspace. A large window in the background looks out onto a lush green landscape with trees. In the foreground, a white desk holds a silver laptop, a pair of tortoiseshell-rimmed glasses, a black pen, a stack of papers, a black disposable coffee cup, and a small white container. The overall atmosphere is clean, organized, and professional.

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# *COULD TWITTER STOP THE NEXT TERRORIST ATTACK?*

Social media giants including Twitter, Yahoo, Facebook and Google are pushing back against Senate legislation that would require them to alert federal authorities of any terrorist activity, according to industry and government officials.

In private meetings on Capitol Hill, industry officials have told lawmakers and congressional staff that they already ban grisly content like beheadings and alert law enforcement if they suspect someone might get hurt, as soon as they are aware of a threat.

But tech officials also said they worry that the proposed legislation is too broad and would potentially put companies on the hook legally if they miss a tweet, video or blog that hints of an attack. They said the result would probably be a deluge of tips to law enforcement, making it tougher for the government to find more valuable information.

Those interviewed by The Associated Press spoke on condition of anonymity because of the ongoing debate over the legislation.



Sen. Dianne Feinstein, D-Calif., who is backing the legislation, says requiring social media companies to tip off law enforcement to a pending terrorist attack makes sense.

“The FBI and the intelligence community have made it abundantly clear that the terrorist threat is severe and increasing, and that those directing, inspiring and carrying out attacks make heavy use of social media sites,” Feinstein told the AP in an emailed statement. “This provision will help get potentially actionable information to the agencies responsible for preventing attacks, without requiring companies to take any steps to monitor their sites they aren’t already taking.”

The tech industry in 2013 faced a public relations nightmare after former government analyst Edward Snowden leaked details of a massive government surveillance program that relied on their cooperation. Company officials said the law gave them no choice but to supply consumer data and comply with gag orders that prevented companies from talking about it. Still, many consumers and Internet activists were furious that U.S. businesses had enabled the government to spy on their customers, in some cases even charging the government administrative fees to do it.

Since then, the tech industry has led an aggressive public push to limit surveillance requests and increase transparency, adopting more sophisticated encryption techniques despite opposition from the Justice Department. Their primary argument has been that consumers won’t use technology they don’t trust, and that unnecessary surveillance would hurt the industry.

At the same time, popular social media sites have become instrumental in helping terrorist groups expand their influence, despite widespread industry policies against posting or promoting terrorist-related content.



Image: Astrid Riecken







The Islamic State group and similar groups have relied heavily on Twitter and Facebook to recruit followers, while militants post beheading videos on sites like Google's YouTube, giving an image the chance to go viral before being shut down. In 2013, al-Shabab live tweeted its Westgate shopping mall massacre, opening up new feeds even after Twitter shut others down.

"This is not your grandfather's al-Qaida," FBI Director James Comey told the Senate Judiciary Committee this month. "This is a group of people using social media to reach thousands and thousands of followers, find the ones who might be interested in committing acts of violence, and then moving them to an (end-to-end) encrypted messaging app."

The same week as Comey's testimony, the Senate Intelligence Committee endorsed Feinstein's proposal that would require companies that spot terrorist activity on their networks to alert law enforcement.

Feinstein's provision, part of the intelligence authorization bill that still has to be approved by the Senate, is almost identical to the law requiring companies to report child pornography. One exception is that Feinstein's provision doesn't say whether or how a company would be penalized if it fails to report terrorist activity, whereas a tech company can be fined for "knowingly and willfully" failing to report an image of child pornography.

Tech officials say determining what constitutes child pornography is easier to do because the process is more objective. A criminal photograph can be digitally analyzed and assigned a unique identifier that be used to find similar images across networks.

But oftentimes, determining terrorist activity requires more context. The image of an Islamic State flag, for example, could appear in a news article or video clip as well as terrorist propaganda.









Monika Bickert, head of policy management at Facebook, said the social media site shares the government's goal of keeping terrorist content off the site.

"Our policies on this are crystal clear: We do not permit terrorist groups to use Facebook, and people are not allowed to promote or support these groups on Facebook," she said. "We remove this terrorist content as soon as we become aware of it."

The House didn't include a similar provision in its version of the intelligence bill. A spokesman for House Intelligence Committee Chairman Devin Nunes, R-Calif., declined to comment on the issue.

Rep. Adam Schiff, the top Democrat on the House intelligence panel, said there's "no question" the Islamic State group uses social media to disseminate propaganda and recruit fighters. Schiff, D-Calif., said Congress should work with the tech industry "to determine the most effective response."



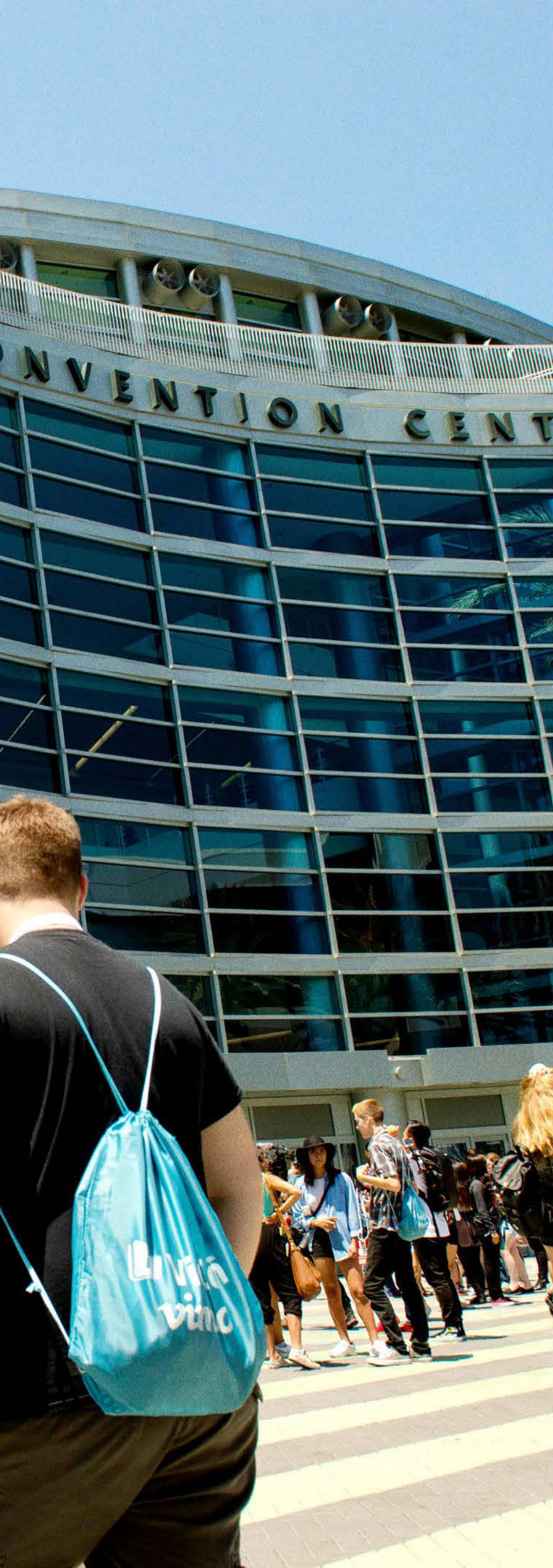












# *YOUTUBE MAKES VIRTUAL REALITY PUSH WITH 360-DEGREE 3-D*

YouTube says it's making a further push into virtual reality, promising to add 3-D support for videos that play back in its 360-degree format.

Thursday's announcement comes a day after the debut of the first online 360-degree ad, a commercial for Bud Light.

Right now, viewers using the mobile YouTube app or Google's Chrome browser can pan around in any direction in the 360-degree videos. They're shot using special camera rigs that look in many directions, and software stitches together all the video.

Support for 3-D means wearers of headsets like Oculus Rift, Samsung Gear VR or Google Cardboard can see images in three dimensions as they swivel around to change their view. YouTube also said it would provide special camera rigs that support the format at its studios around the world, including at two locations opening in the next year in Toronto and Mumbai.

YouTube CEO Susan Wojcicki announced the push during VidCon, an annual convention for fans and creators of online video at the Anaheim Convention Center.











We've seen big name artists like Avicii and Bjork do some breakthrough things with 3-D video, but we want to empower all of you to chart this new frontier, she said.

Wojcicki also announced a redesign of YouTube's mobile app that allows fans to be notified when creators they follow post new videos. It also adds editing tools for filters and music within the app. The redesign is available for Android devices right away, with support for Apple devices coming soon.

Online

Bud Light 360-degree ad <http://bit.ly/1g8uEUI>







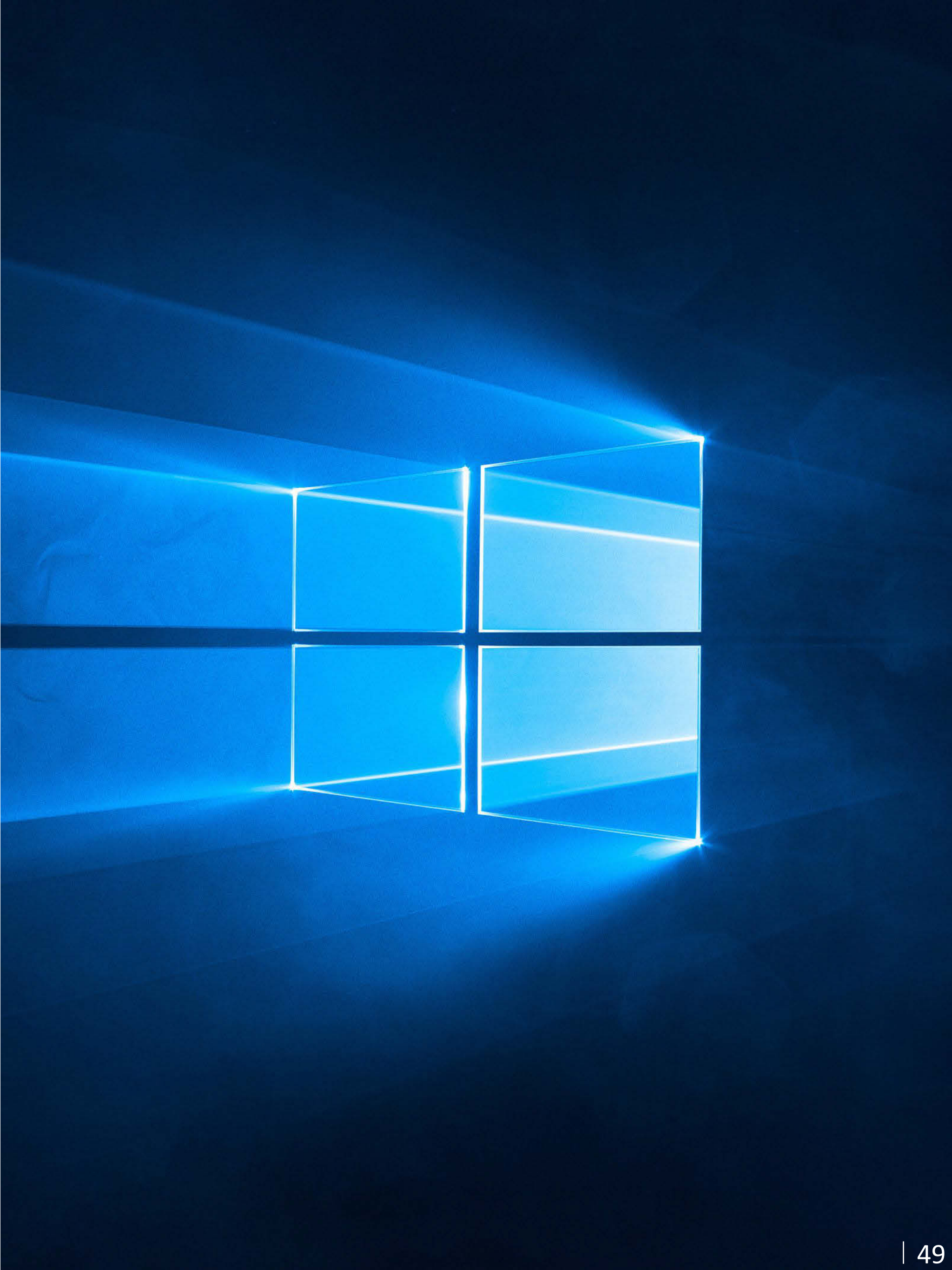


What could be the  
future for Windows?

# Goodbye Windows

iOS device sales set to surpass  
Windows PC sales



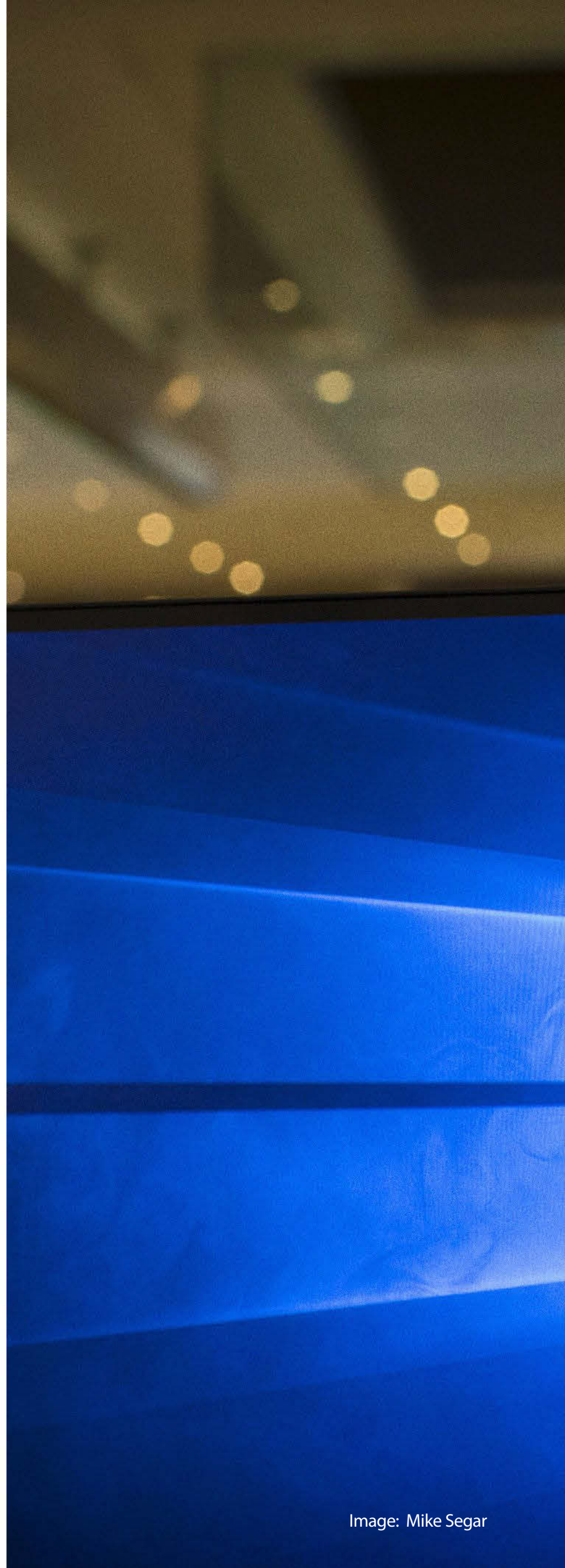




This year marks the twentieth anniversary of the launch of Microsoft Windows 95 - and there probably couldn't be a more apt opportunity for the world to look back at its launch and legacy. Not just because Microsoft is now readying for the release of Windows 10, but also because the influence of Windows PCs has changed dramatically in the intervening two decades - to the extent that **sales of iOS devices were recently reported to have matched sales of Windows PCs.**

So, is this a reflection of the long term decline of the market for such PCs, or an indication of how far Apple have come in building the popularity of iOS? As you would imagine, the picture is complex and so both have had an influence - though, as **a chart posted by respected tech analyst Benedict Evans to his Twitter page** clearly shows, whereas the growth of iOS's popularity in recent years has been meteoric, sales of Windows PCs since peaking in 2011 have remained consistent, if slightly faltering.

However, in the competitive and fast-changing world of technology, simply consistent sales are not good enough. And, though the release of a new Windows operating system has traditionally led to a spike in PC sales, **it has been predicted that these sales will actually fall by 2% even following the launch of Windows 10.** Put simply, Windows can no longer inspire hype and excitement like it did with Windows 95 all those years ago. But why? And could there yet be a more promising future for Windows PCs?











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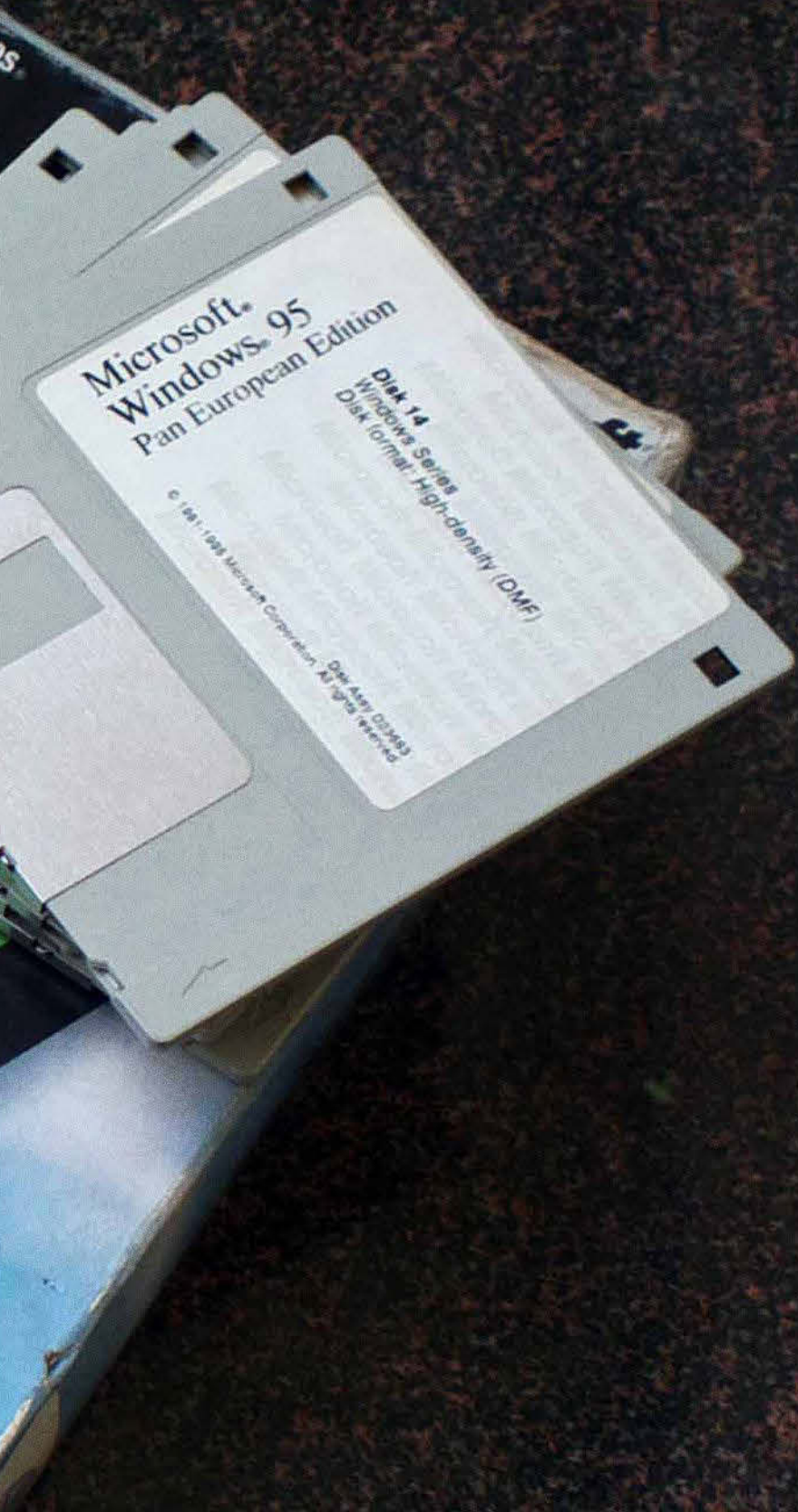
Disk 1 - Setup  
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Microsoft recommends you virus check your hard disk  
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Setup instructions:  
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## MICROSOFT: THE APPLE OF ITS DAY

Before we look to the future, however, let's look to the past. Specifically, to when, as Gulf News describes, **"Windows 95 was launched amid midnight store openings, a Rolling Stones-themed ad blitz and a Bill Gates-led roadshow"**. If you have witnessed the typical scene outside an Apple Store on the release day of a new iPhone, you should get a sense of déjà vu when you read, in a New York Times report dated August 24, 1995, about a young plumber who ended up spending **"last night's witching hour in a jostling scrum of technophiles surrounding a waist-high pile of Windows 95 software boxes at the CompUSA store in midtown Manhattan."**

The operating system even found a treasured place in popular culture, with a video in which Jennifer Aniston and Matthew Perry, the stars of the sitcom Friends that had begun broadcasting just the year before, check out various features of Windows 95. Gizmodo, which picks up on this video, perhaps puts it best when it observes that **"Windows 95 was when computers stopped being for nerds, and became something that normal people might own too."** Perhaps it shouldn't overly surprise, then, that PC sales went up by 23% in the first year that Windows 95 was on the market.





6:30<sup>🕒</sup>

Thursday, July 30

Lunch with Barbra

Café

11:00 AM—12:00 PM

✉ 10

📅 2

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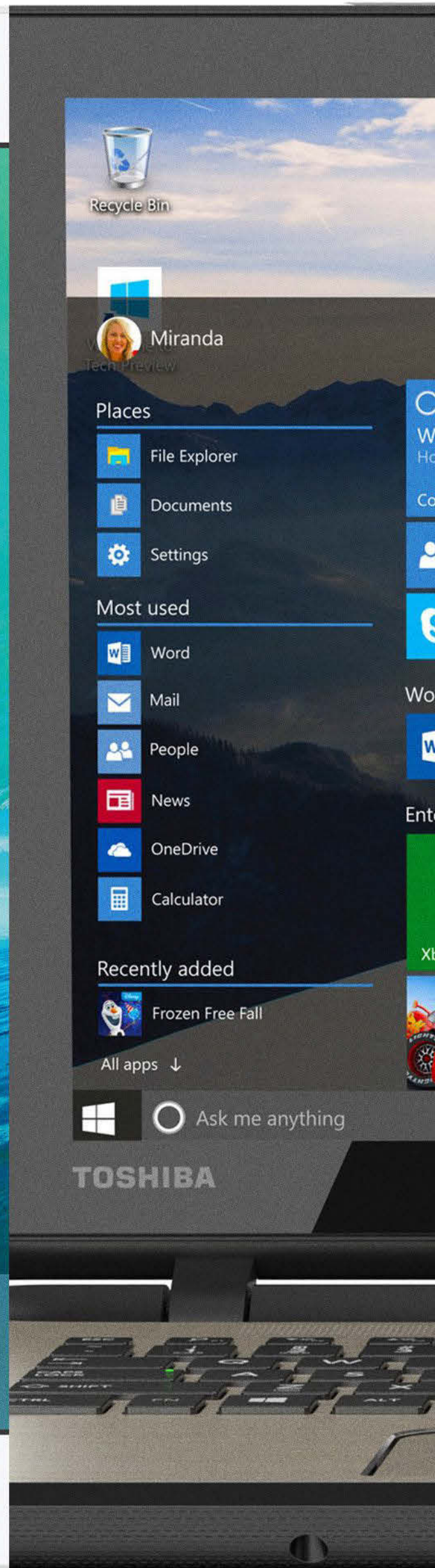
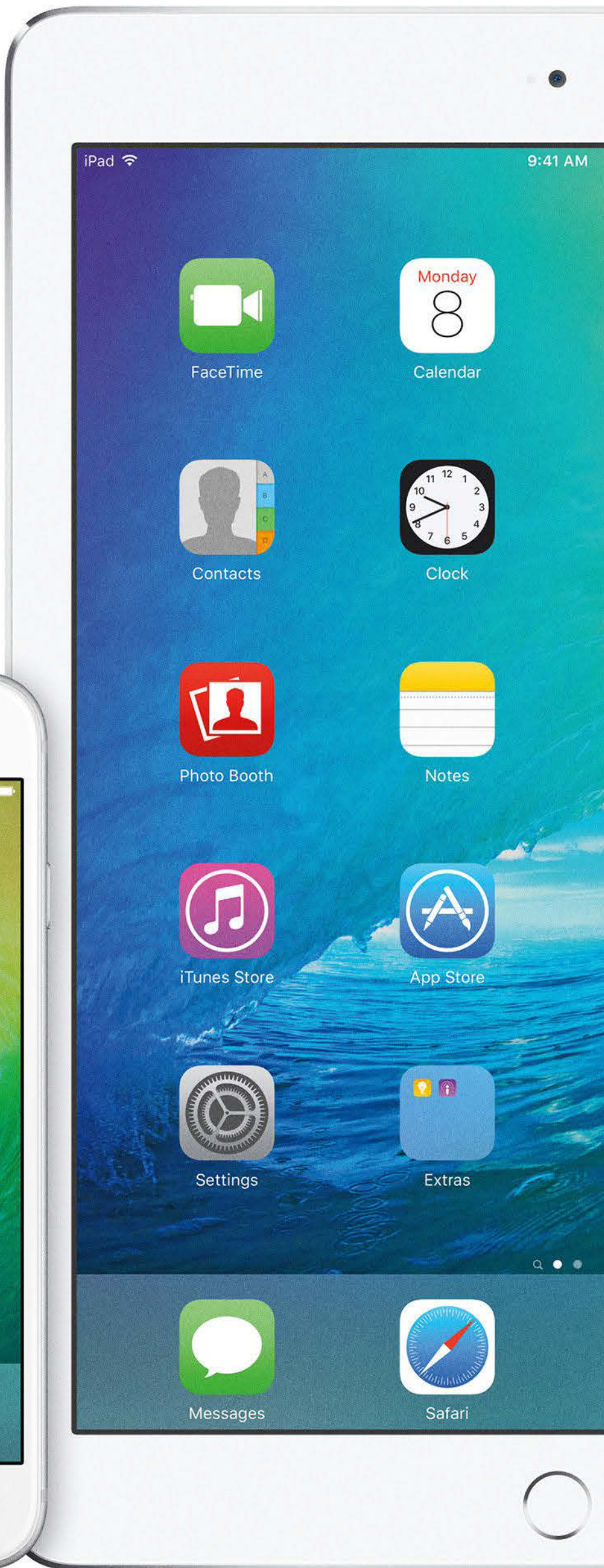
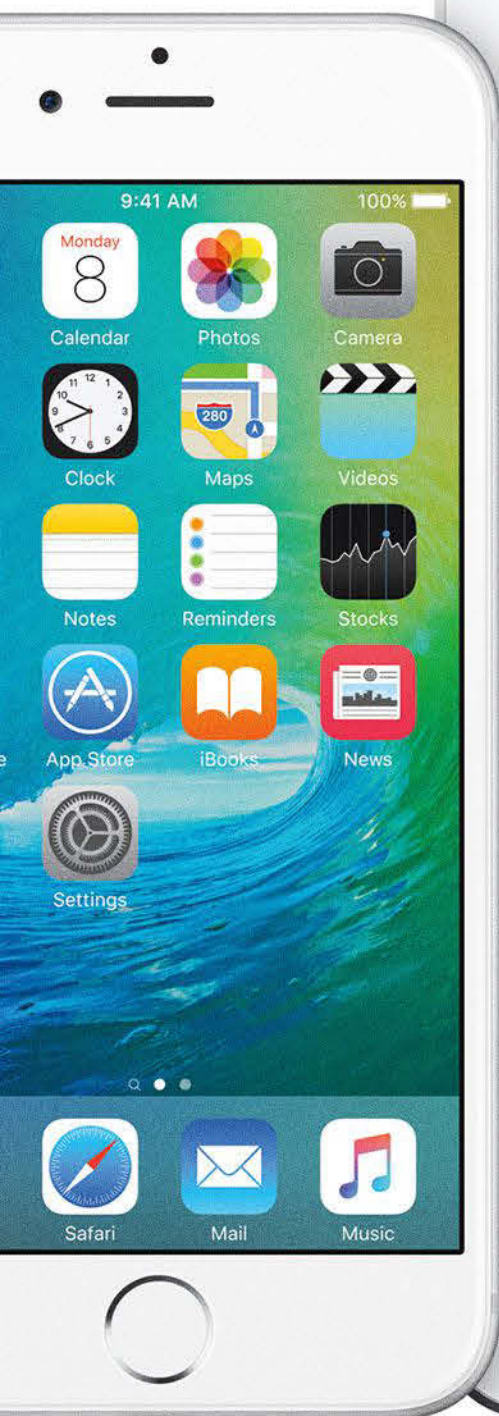
## A FADING FUTURE FOR WINDOWS AS A MOBILE PLATFORM

One of the biggest errors that Microsoft has made since those glory days is underestimate the growing importance of smartphones and other mobile devices. As a result, it ultimately brought too little, too late to those product categories, and so the future of Windows, for now, seems largely restricted to devices more geared towards productivity than consumption. Still, this is not an entirely negative situation for Microsoft, as Windows remains the most popular OS on PCs - and many tasks, especially in business, remain best suited to PCs.

Microsoft is set to bring Windows 10 Mobile to smartphones later this year - probably just a few weeks after the release of Windows 10 on PCs. Now, Windows 10 Mobile - the successor to Windows Phone 8.1 - is likely to have little influence on the smartphone market, given how much weaker Windows' smartphone ecosystem is than that of iOS. However, it seems that Microsoft has recognized this and so has avoided dedicating too much attention and resources to tackling the smartphone market.

Evidence of this includes the opinion of Kantar analyst Carolina Milanesi, as expressed to IBTimes UK, that Microsoft will, rather than tackle this market, **"now pursue users with Windows 10 on other devices and with services across platforms"**. Though she continues to predict future Microsoft phones, she thinks that these will "most likely [be] focused on high-end and enterprise









to show off Windows 10 and then work with [manufacturing partners] to come up with a fuller portfolio." So, Windows 10 Mobile could ultimately be more successful, whether intentionally or unintentionally, in promoting the PC version of Windows 10 than smartphones that the mobile version of the OS runs on.

## VITAL DIFFERENCES BETWEEN iOS DEVICES AND WINDOWS PCS

There are several crucial reasons why iOS devices are on course to start outselling Windows PCs - and not all of these reasons have actually been influenced by Windows itself. One is that smartphones tend to be updated much more regularly than PCs, given the especially power-hungry purposes, like gaming and music streaming, that they tend to be more frequently put to. As appealing as Microsoft Office remains for many businesses, they are unlikely to want to update it as often as every year.

This helps to explain why **Windows machines' total install base, as AppleInsider points out, remains 1.5 billion, much bigger than the total install base of iOS devices.** It also assists in clarifying why recent growth of iOS device popularity has, as also noted by AppleInsider, been driven solely by huge growth in iPhone sales. iPad sales have actually shrunk, and **Benedict Evans has suggested that these sales should be considered as part of the declining PC market** rather than placed in the 'mobile' category alongside the iPhone.



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Snipping Tool

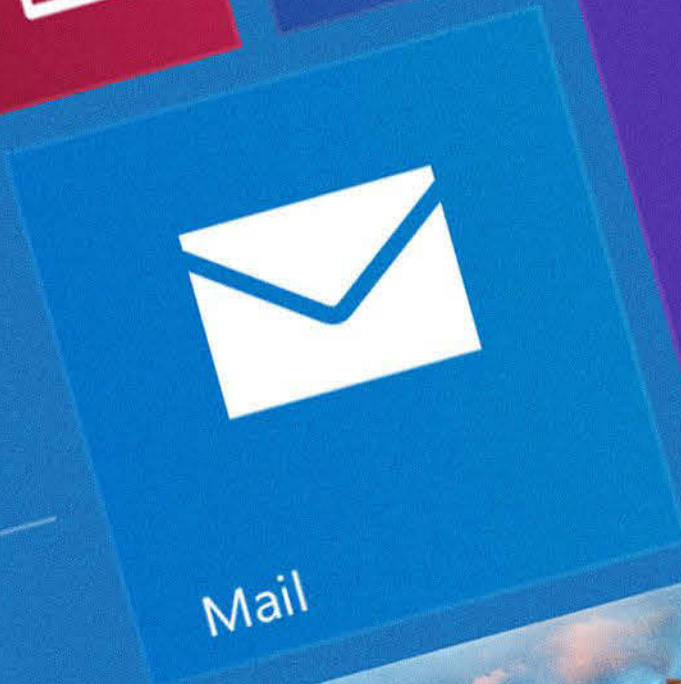
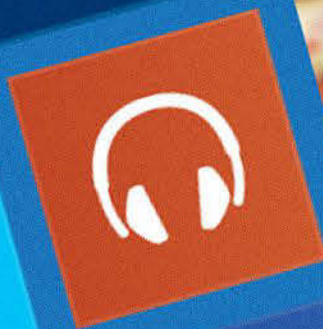
Calculator

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Sticky Notes

58 |

Games



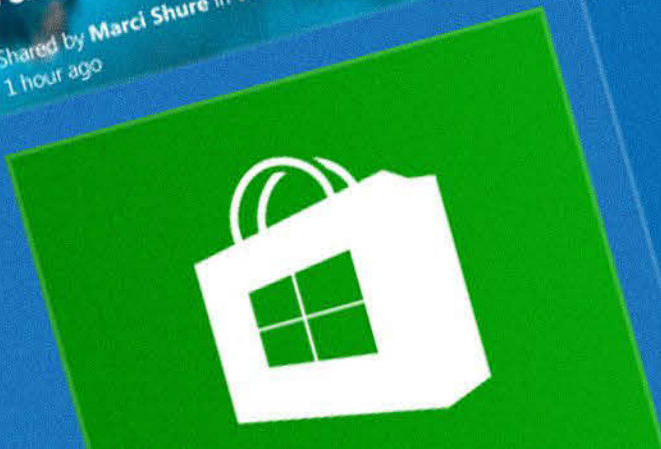
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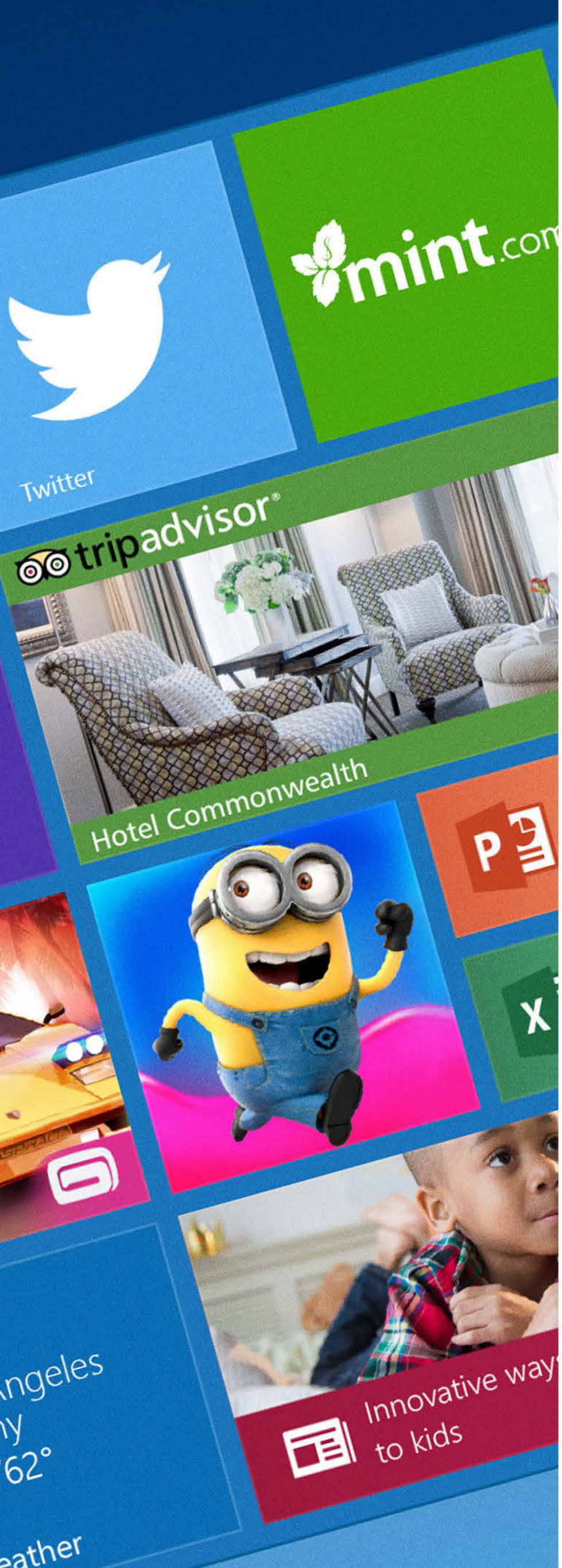


This Season's Best  
Vacation Destinations  
Shared by Marci Shure in WishList  
1 hour ago



72°  
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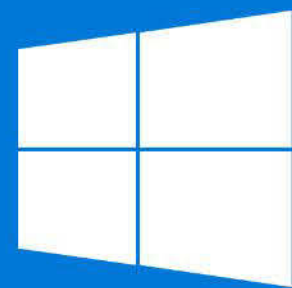
In December 2014, Evans had stated that smartphones "**are always with you and, with all their apps and sensors, are much more sophisticated than PCs ever were, seen as internet devices.**" It could also be argued that the more mobile nature of smartphones makes them more personal than PCs, thus leading smartphone users to feel more attached to their devices than PC users feel to theirs. Such close attachment could even be felt by tablet users; despite the iPad's falling sales, **it remains responsible for a respectable chunk of the iOS devices that Apple continue to sell**, and has arguably made laptops and netbooks more redundant since its introduction in 2010.

## WINDOWS PCS: DOWN, BUT NOT OUT

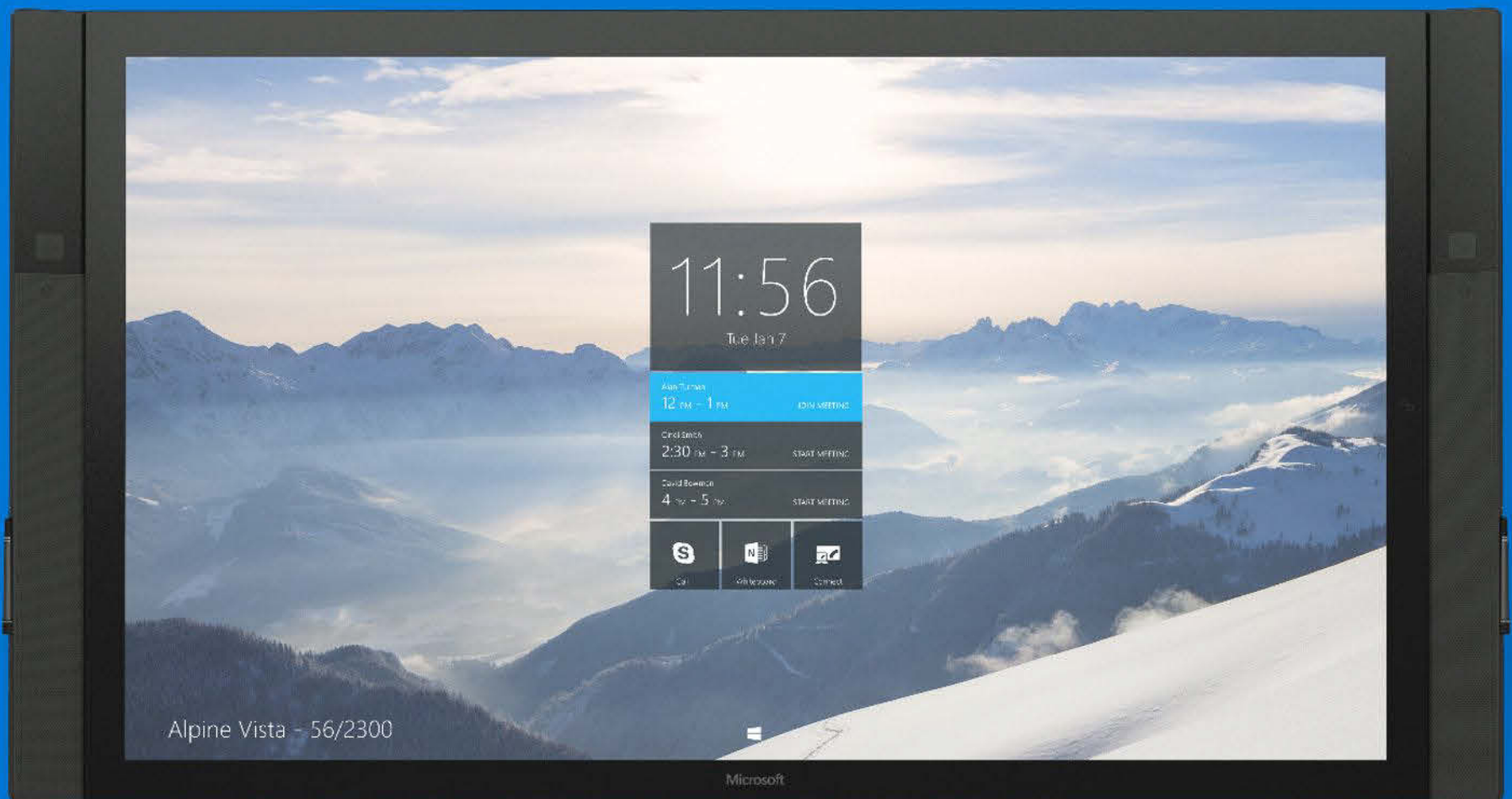
Despite a Bloomberg Intelligence analysis of IDC projections forecasting a 2% decline in the PC market even in the 12-month period following the release of Windows 10 on July 29, this might not have as much significance for the future of Windows PCs as you expect.

Windows 10, like its predecessor Windows 8, has been built to operate well on multiple types of devices. Unlike its predecessor, however, it does not chase this aim to such an extent that the needs of the millions of people who rely on Windows for their desktop computers are overlooked. Microsoft has wisely scaled down its attempts to take on Apple in the smartphone space - a battle that it had stood no likely chance of winning in the foreseeable future. In short, with Windows 10, Microsoft has





# Win



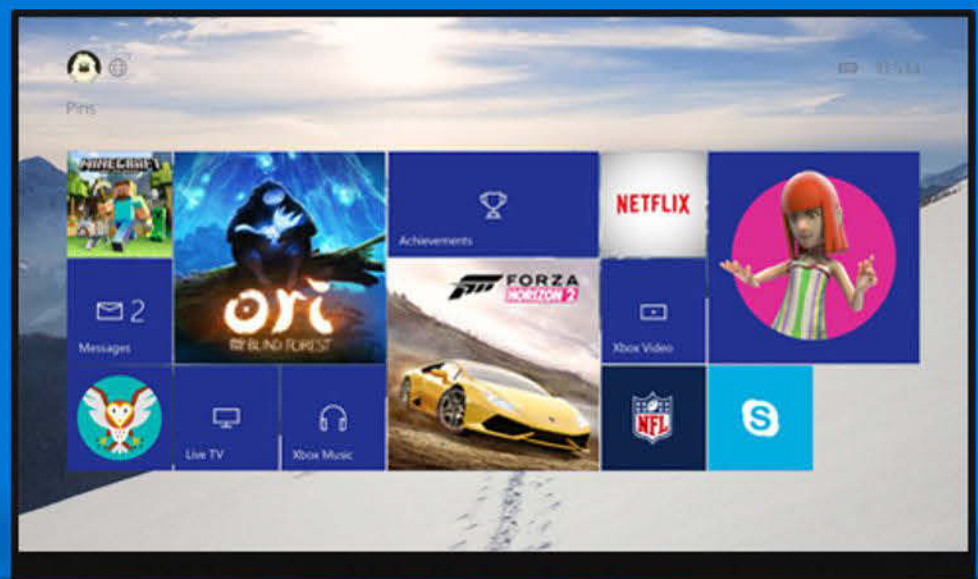


# dows 10

reworked Windows to suit its traditional strengths while making mere tentative steps into mobile.

So, could a Windows PC comeback be on the cards? Possibly. But, whatever happens, Apple's clear willingness to take on its rivals in their areas of strength - with, for example, Apple Music and Apple Maps - demonstrate that the Cupertino firm will likely firmly resist any fresh Microsoft challenge. ■

by Benjamin Kerry & Gavin Lenaghan











Windows 10









# *NEW MOTOROLA SMARTPHONES FASTER FUTURE MEMORY CHIP*

Motorola is refreshing its Android smartphones with better cameras and other improvements as it seeks to lure customers who want lower-cost alternatives to leading smartphones from Apple and Samsung.

These new models - the Moto G, Moto X Play and Moto X Style - will appeal largely to people who have to pay full prices for phones, rather than discounted prices that come with two-year service contracts.

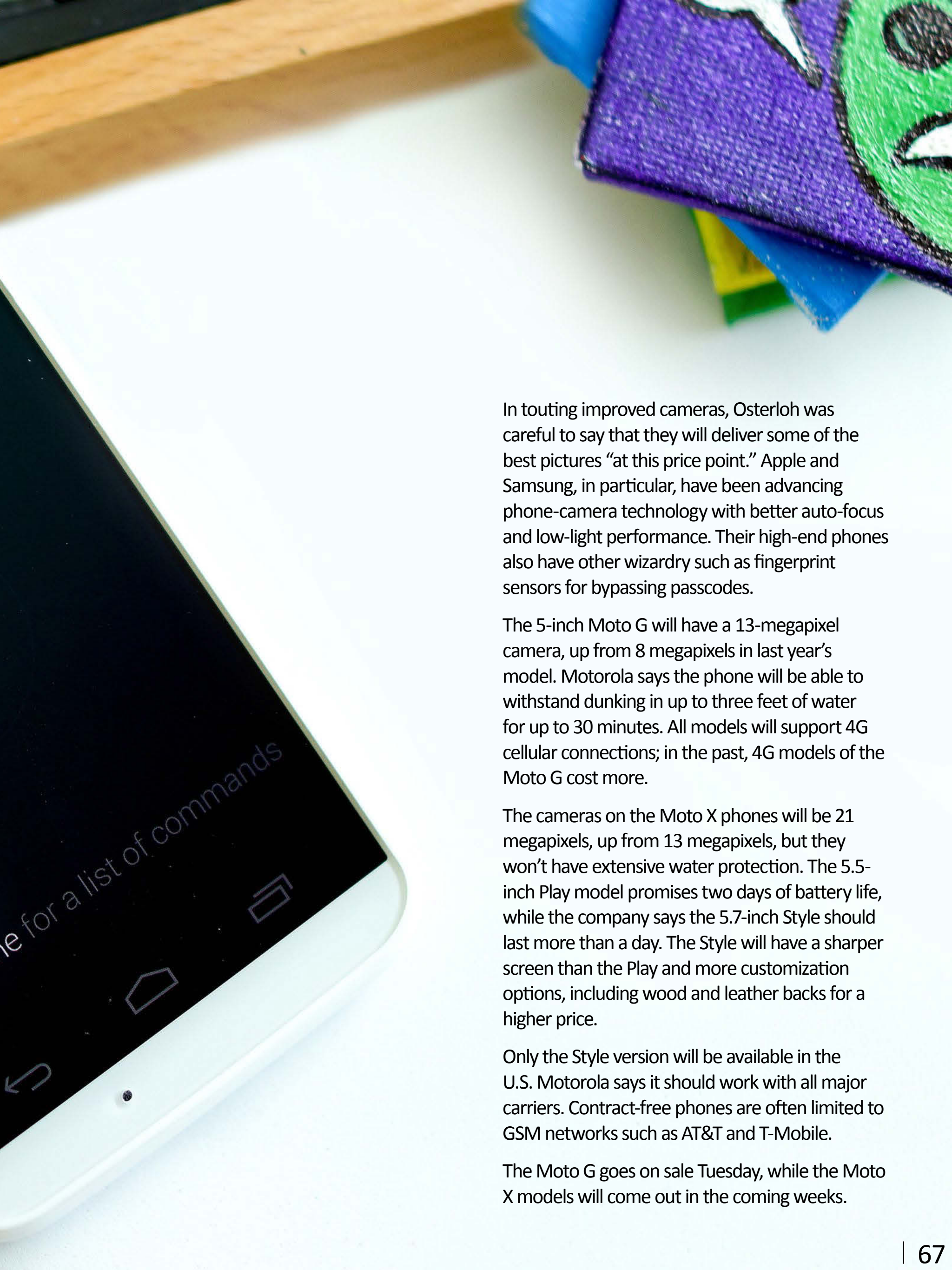
“We’re about delivering great mobile user experiences at a price that doesn’t break the bank,” Motorola President Rick Osterloh said in an interview.

Motorola, which Lenovo bought from Google last year, said the new Moto G will retail in the U.S. for about \$180 without a contract. Motorola hasn’t announced prices for the Moto X models, but they are expected to be a few hundred dollars cheaper than high-end phones, which cost \$600 or more without a contract.









In touting improved cameras, Osterloh was careful to say that they will deliver some of the best pictures “at this price point.” Apple and Samsung, in particular, have been advancing phone-camera technology with better auto-focus and low-light performance. Their high-end phones also have other wizardry such as fingerprint sensors for bypassing passcodes.

The 5-inch Moto G will have a 13-megapixel camera, up from 8 megapixels in last year’s model. Motorola says the phone will be able to withstand dunking in up to three feet of water for up to 30 minutes. All models will support 4G cellular connections; in the past, 4G models of the Moto G cost more.

The cameras on the Moto X phones will be 21 megapixels, up from 13 megapixels, but they won’t have extensive water protection. The 5.5-inch Play model promises two days of battery life, while the company says the 5.7-inch Style should last more than a day. The Style will have a sharper screen than the Play and more customization options, including wood and leather backs for a higher price.

Only the Style version will be available in the U.S. Motorola says it should work with all major carriers. Contract-free phones are often limited to GSM networks such as AT&T and T-Mobile.

The Moto G goes on sale Tuesday, while the Moto X models will come out in the coming weeks.

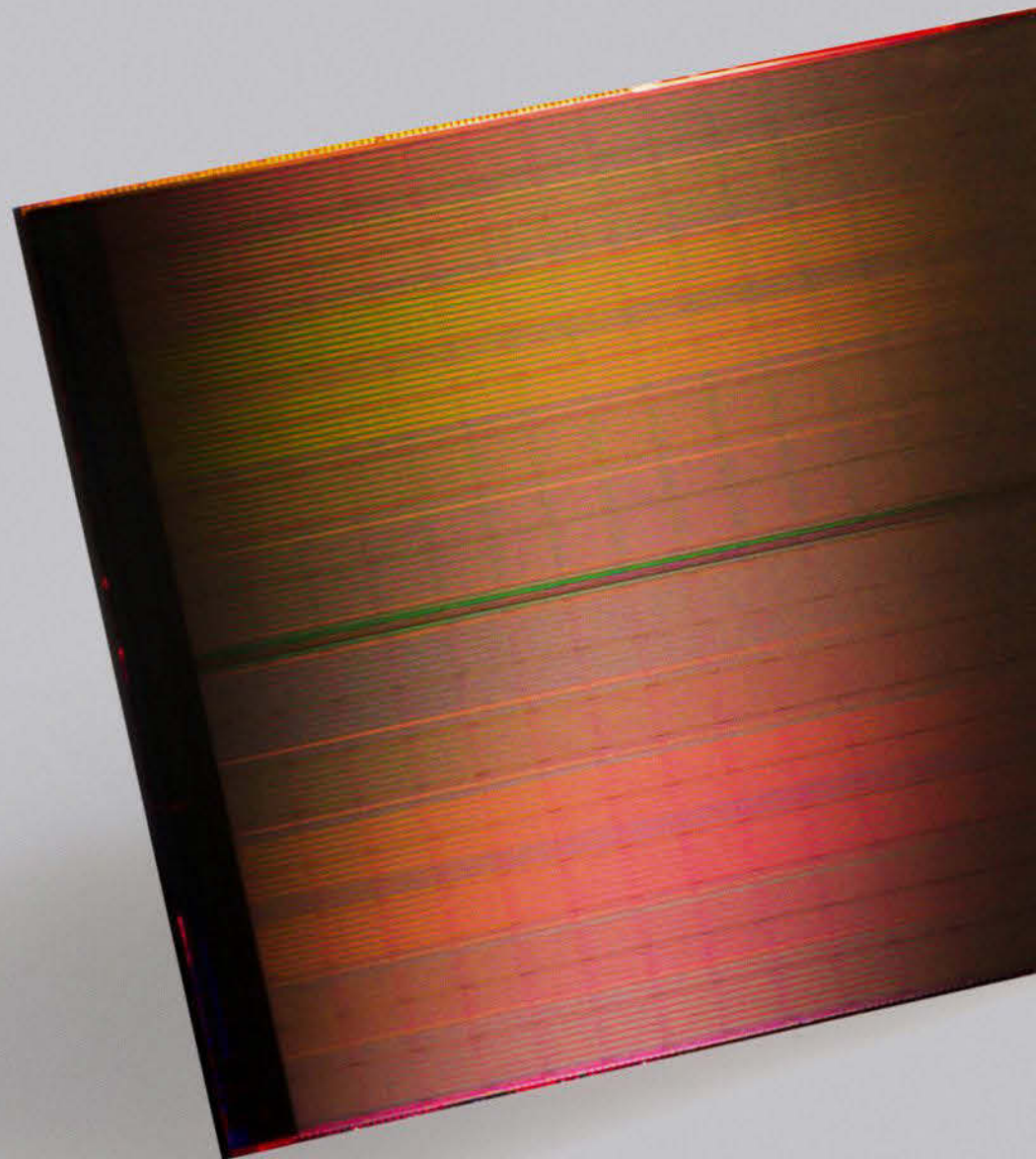


Chipmakers Intel and Micron Technologies say they've made a major breakthrough by creating a new kind of memory chip that's a thousand times faster than the "flash" memory now used in smartphones, tablets and high-end laptop computers.

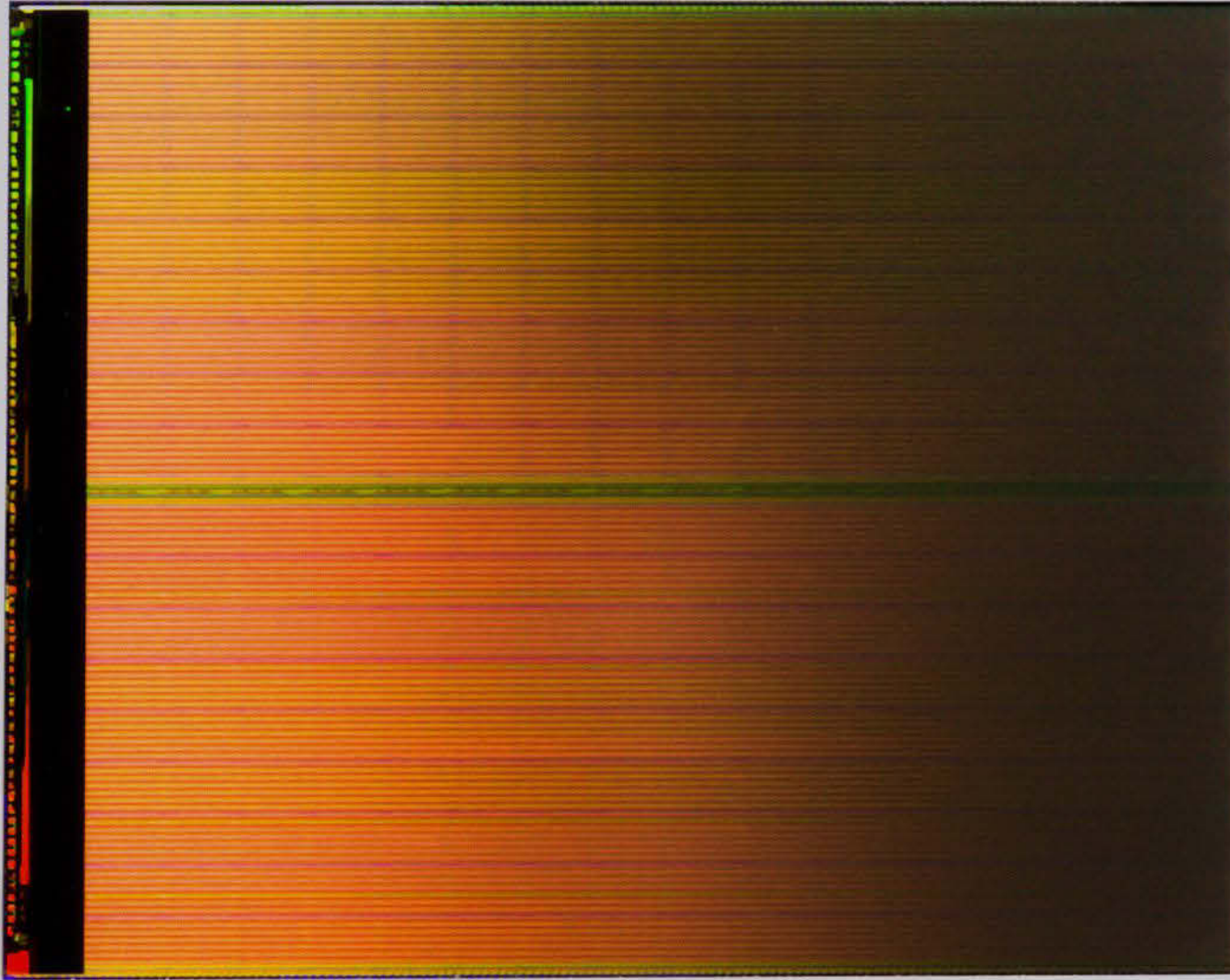
Experts say the new 3D XPoint (pronounced "cross point") technology has enormous potential, but some caution that it won't be showing up in consumer products for some time.

So-called "flash" memory is already faster than the spinning disk drives that are still used in many desktop and laptop computers. The new memory, developed jointly by Intel and Micron, uses a three-dimensional chip design that lets computers store and retrieve individual bits of data far more quickly than with flash.

The companies said the new technology also has ten times the storage capacity of another format, known as DRAM or dynamic random access memory, which can be faster but more expensive than flash. In another benefit, they said, 3D XPoint doesn't require a constant flow of power, while DRAM does.







Intel and Micron say the new technology can help big organizations analyze vast quantities of data, as well as improve the performance of PCs and other consumer devices.

But tech analyst Martin Reynolds of the Gartner research firm cautioned that other breakthroughs in memory technology have stalled because of technical and economic hurdles.

Big companies like Google or Facebook will be eager to test the new memory in their data centers, Reynolds predicted. But he said flash memory should remain the dominant technology in consumer devices “for some time.”









# *SOFTWARE TURNS SMARTPHONES INTO TOOLS FOR MEDICAL RESEARCH*

Jody Kearns doesn't like to spend time obsessing about her Parkinson's disease. The 56-year-old dietitian from Syracuse, New York, had to give up bicycling because the disorder affected her balance. But she still works, drives and tries to live a normal life.

Yet since she enrolled in a clinical study that uses her iPhone to gather information about her condition, Kearns has been diligently taking a series of tests three times a day. She taps the phone's screen in a certain pattern, records a spoken phrase and walks a short distance while the phone's motion sensors measure her gait.

"The thing with Parkinson's disease is there's not much you can do about it," she said of the nervous-system disorder, which can be managed but has no cure. "So when I heard about this, I thought, 'I can do this.'"



Smartphone apps are the latest tools to emerge from the intersection of health care and Silicon Valley, where tech companies are also working on new ways of bringing patients and doctors together online, applying massive computing power to analyze DNA and even developing ingestible “smart” pills for detecting cancer.

More than 75,000 people have enrolled in health studies that use specialized iPhone apps, built with software Apple Inc. developed to help turn the popular smartphone into a research tool. Once enrolled, iPhone owners use the apps to submit data on a daily basis, by answering a few survey questions or using the iPhone’s built-in sensors to measure their symptoms.

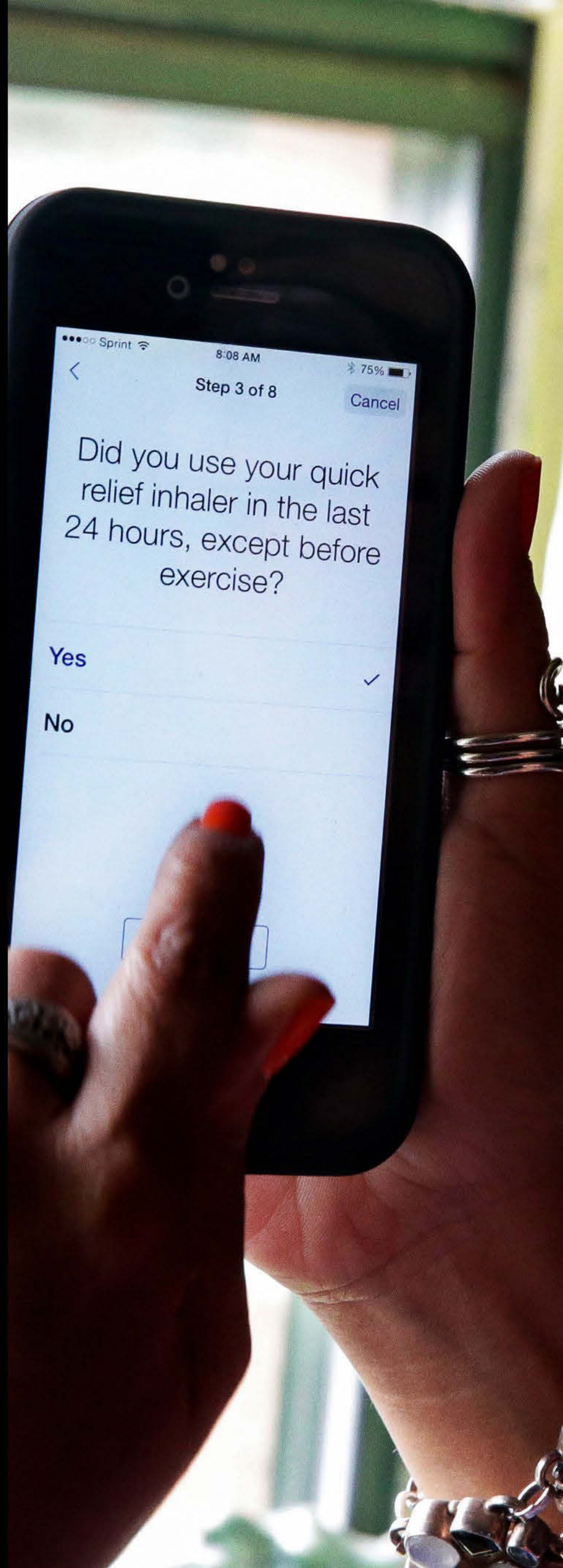
Scientists overseeing the studies say the apps could transform medical research by helping them collect information more frequently and from more people, across larger and more diverse regions, than they’re able to reach with traditional health studies.

A smartphone “is a great platform for research,” said Dr. Michael McConnell, a Stanford University cardiologist, who’s using an app to study heart disease. “It’s one thing that people have with them every day.”

While the studies are in early stages, researchers also say a smartphone’s microphone, motion sensors and touchscreen can take precise readings that, in some cases, may be more reliable than a doctor’s observations. These can be correlated with other health or fitness data and even environmental conditions, such as smog levels, based on the phone’s GPS locator.

Others have had similar ideas. Google Inc. says it’s developing a health-tracking wristband specifically designed for medical studies. Researchers also have tried limited studies that gather data from apps on Android phones.

But if smartphones hold great promise for medical research, experts say there are issues















to consider when turning vast numbers of people into walking test subjects.

The most important is safeguarding privacy and the data that's collected, according to ethics experts. In addition, researchers say apps must be designed to ask questions that produce useful information, without overloading participants or making them lose interest after a few weeks. Study organizers also acknowledge that iPhone owners tend to be more affluent and not necessarily an accurate mirror of the world's population.

Apple had previously created software called HealthKit for apps that track iPhone owners' health statistics and exercise habits. Senior Vice President Jeff Williams said the company wants to help scientists by creating additional software for more specialized apps, using the iPhone's capabilities and vast user base - estimated at 70 million or more in North America alone.

"This is advancing research and helping to democratize medicine," Williams said in an interview.

Apple launched its ResearchKit program in March with five apps to investigate Parkinson's, asthma, heart disease, diabetes and breast cancer. A sixth app was released last month to collect information for a long-term health study of gays and lesbians by the University of California, San Francisco. Williams said more are being developed.

For scientists, a smartphone app is a relatively inexpensive way to reach thousands of people living in different settings and geographic areas. Traditional studies may only draw a few hundred participants, said Dr. Ray Dorsey, a University of Rochester neurologist who's leading the Parkinson's app study called mPower.

"Participating in clinical studies is often a burden," he explained. "You have to live near



Sprint

8:09 AM

75%



Step 4 of 8

Cancel

exercise, how many  
total puffs of your quick  
relief medicine did you  
take over the past 24  
hours ?

4

Next

Skip this question

1

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where the study's being conducted. You have to be able to take time off work and go in for frequent assessments."

Smartphones also offer the ability to collect precise readings, Dorsey added. One test in the Parkinson's study measures the speed at which participants tap their fingers in a particular sequence on the iPhone's touchscreen. Dorsey said that's more objective than a process still used in clinics, where doctors watch patients tap their fingers and assign them a numerical score.

Some apps rely on participants to provide data. Elizabeth Ortiz, a 48-year-old New York nurse with asthma, measures her lung power each day by breathing into an inexpensive plastic device. She types the results into the Asthma Health app, which also asks if she's had difficulty breathing or sleeping, or taken medication that day.

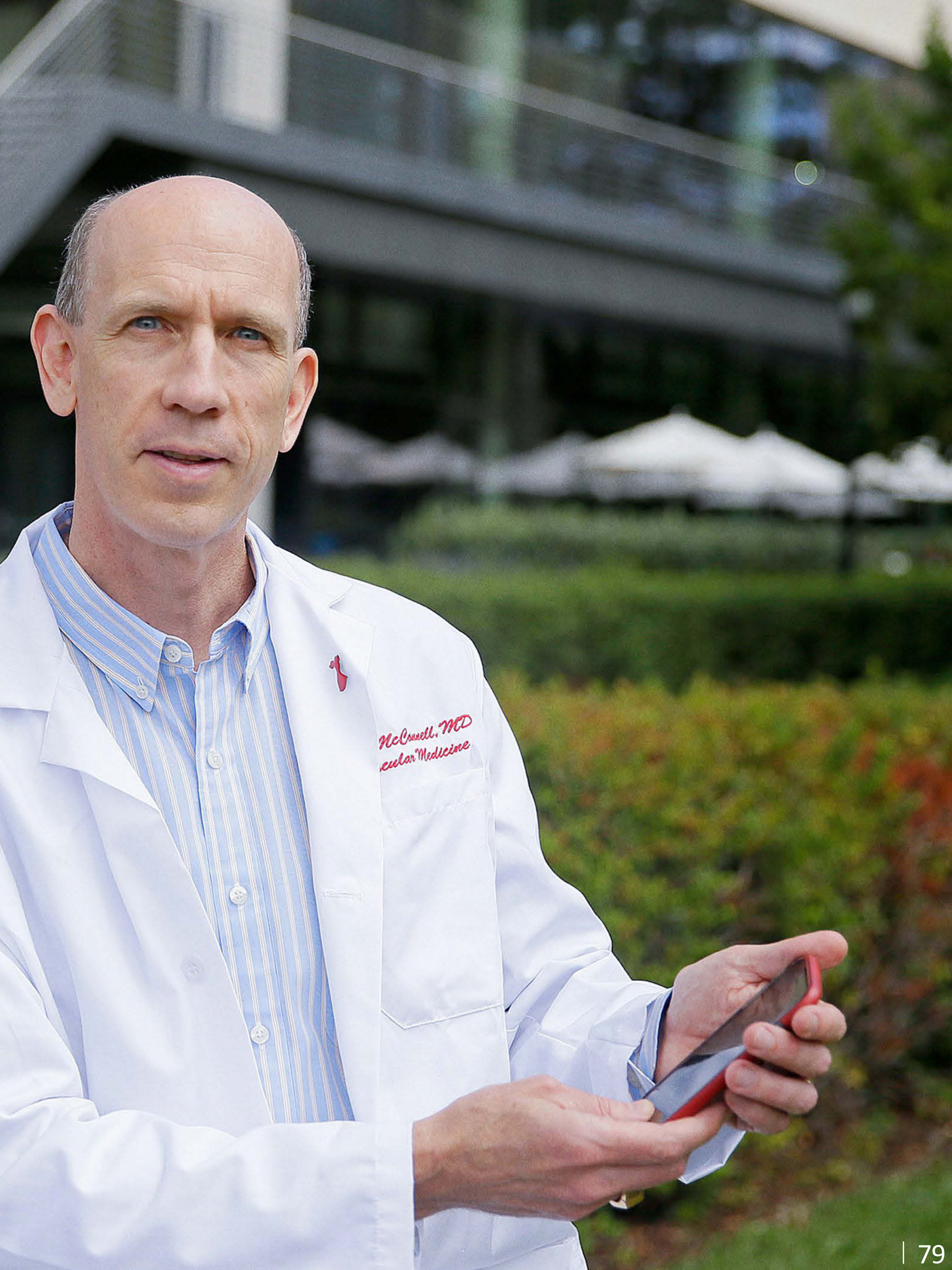
"I'm a Latina woman and there's a high rate of asthma in my community," said Ortiz, who said she already used her iPhone "constantly" for things like banking and email. "I figured that participating would help my family and friends, and anyone else who suffers from asthma."

None of the apps test experimental drugs or surgeries. Instead, they're designed to explore such questions as how diseases develop or how sufferers respond to stress, exercise or standard treatment regimens. Stanford's McConnell said he also wants to study the effect of giving participants feedback on their progress, or reminders about exercise and medication.

In the future, researchers might be able to incorporate data from participants' hospital records, said McConnell. But first, he added, they must build a track record of safeguarding data they collect. "We need to get to the stage where we've passed the privacy test and made sure that people feel comfortable with this."









Toward that end, the enrollment process for each app requires participants to read an explanation of how their information will be used, before giving formal consent. The studies all promise to meet federal health confidentiality rules and remove identifying information from other data that's collected. Apple says it won't have access to any data or use it for commercial purposes.

Some studies will always require in-person interaction or supervision by a doctor, experts say. But by reaching more people and gathering more data, advocates say smartphone apps can help doctors answer more subtle questions about a disease.

"Diseases like asthma are very complicated. They're not caused by a single gene or environmental influence," said Eric Schadt, a genomics professor who's using an iPhone app to study asthma at New York's Icahn School of Medicine at Mount Sinai. "The only hope you have of really going further in resolving this disease is for researchers to get to more people."







# TOP Free Apps



## #01 – Agar.io

By Miniclip.com

Category: Games

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #02 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #03 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #04 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #05 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



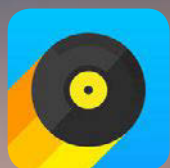
## #06 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #07 – SongPop 2

By FreshPlanet Inc.

Category: Games

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #08 – Layout from Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #09 – Netflix

By Netflix, Inc.

Category: Entertainment

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #10 – Google Maps

By Google, Inc.

Category: Navigation

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

iOS





### #01 – OS X Yosemite

By Apple

Category: Utilities

Compatibility: OS X 10.6.8 or later



### #02 – App for Instagram

By Joacim Ståhl

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor



### #03 – Dr. Cleaner

By Trend Micro

Category: Utilities

Compatibility: OS X 10.9 or later, 64-bit processor



### #04 – Xcode

By Apple

Category: Developer Tools

Compatibility: OS X 10.8.4 or later



### #05 – Microsoft Remote Desktop

By Microsoft Corporation

Category: Business

Compatibility: OS X 10.7 or later, 64-bit processor



### #06 – The Unarchiver

By Dag Agren

Category: Utilities

Compatibility: OS X 10.6.0 or later



### #07 – Kindle

By AMZN Mobile LLC

Category: Reference

Compatibility: OS X 10.6 or later



### #08 – Microsoft OneNote

By Microsoft Corporation

Category: Productivity

Compatibility: OS X 10.9 or later



### #09 – Slack

By Slack Technologies, Inc.

Category: Business

Compatibility: OS X 10.6 or later, 64-bit processor



### #10 – ooVoo Video Call, Text and Voice

By ooVoo LLC

Category: Social Networking

Compatibility: OS X 10.7 or later, 64-bit processor

# TOP Free Apps

## Mac OS X



# TOP Paid Apps

iOS



## #01 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #02 – Goat Simulator

By Coffee Stain Studios

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #03 – The Amazing Spider-Man 2

By Gameloft

Category: Games / Price: \$0.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #04 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #05 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 4S, iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #06 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #07 – Trivia Crack (Ad Free)

By Etermax

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #08 – Akinator the Genie

By Elokence

Category: Entertainment / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



## #09 – Terraria

By 505 Games (US), Inc.

Category: Games / Price: \$4.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



## #10 – Ultimate Wolf Simulator

By Gluten Free Games

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.





### #01 – Affinity Photo

By Serif Labs

Category: Photography / Price: \$39.99

Compatibility: OS X 10.7 or later, 64-bit processor



### #02 – GarageBand

By Apple

Category: Music / Price: \$4.99

Compatibility: OS X 10.9 or later



### #03 – AntiVirus Sentinel Pro

By Calin Popescu

Category: Utilities / Price: \$9.99

Compatibility: OS X 10.7 or later, 64-bit processor



### #04 – Disk Doctor

By FIPLAB Ltd

Category: Utilities / Price: \$2.99

Compatibility: OS X 10.7.3 or later, 64-bit processor



### #05 – Duplicate Photos Fixer Pro

By Systweak Software

Category: Photography / Price: \$0.99

Compatibility: OS X 10.7 or later



### #06 – OS X Server

By Apple

Category: Utilities / Price: \$19.99

Compatibility: OS X 10.9.5 or later



### #07 – Final Cut Pro

By Apple

Category: Video / Price: \$299.99

Compatibility: OS X 10.10.2 or later, 64-bit processor



### #08 – Logic Pro X

By Apple

Category: Music / Price: \$199.99

Compatibility: OS X 10.8.4 or later, 64-bit processor



### #09 – Affinity Designer

By Serif Labs

Category: Graphics & Design / Price: \$39.99

Compatibility: OS X 10.7 or later, 64-bit processor



### #10 – FaceTime

By Apple

Category: Social Networking / Price: \$0.99

Compatibility: OS X 10.6.6 or later

# TOP Paid Apps

## Mac OS X



# iTunes

Review

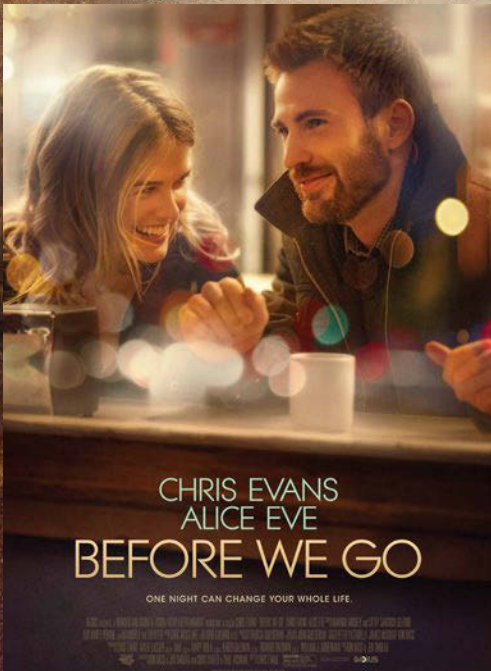
*Movies  
& TV Shows*

Rotten Tomatoes



No rating yet





iTunes Preview



by Chris Evans  
Genre: Romance  
Released: 2015  
Price: \$14.99

★★★★★  
189 Ratings



Trailer

# Before We Go

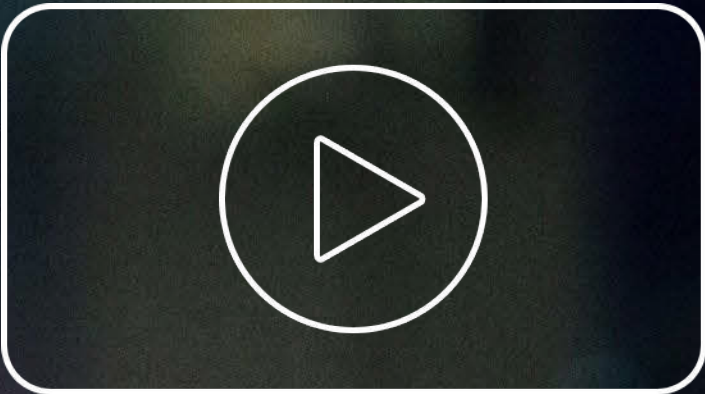
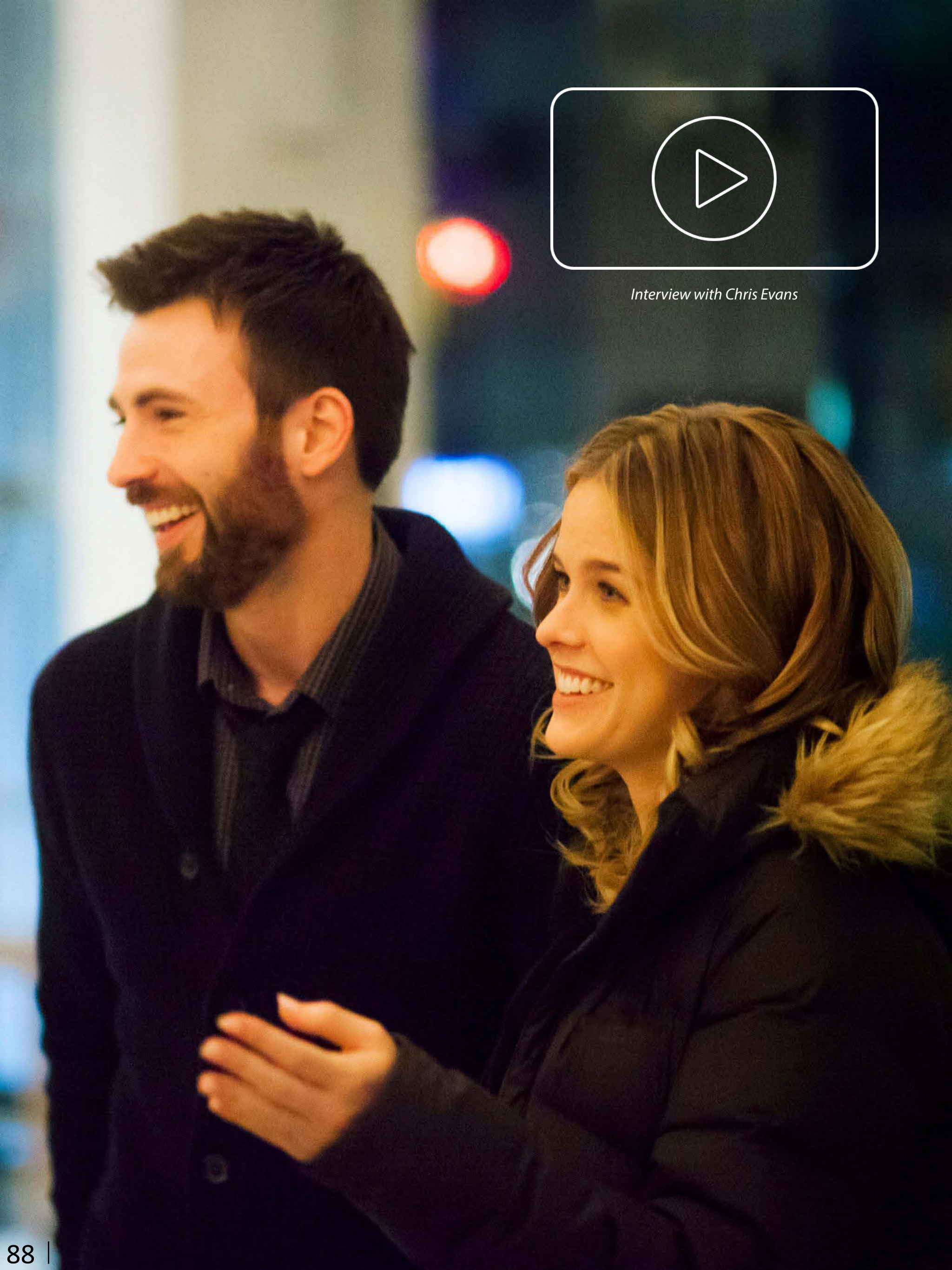
Saxophone player Nick Vaughan (Chris Evans) bumps into Brooke Dalton (Alice Eve) at Grand Central in New York City. They start out simply as strangers who are both stranded for the night, but soon find themselves on an adventure that leads them to face their fears and eventually see each other as more than friends.

## FIVE FACTS:

1. This is Chris Evans' directorial debut.
2. The movie will be **released in theaters on September 4.**
3. **The original title of Before We Go was 1:30 Train.**
4. The world premiere took place **at the Toronto International Film Festival on September 12, 2014.**
5. When this movie was being developed in 2008, **director Joel Schumacher and Italian actress Monica Bellucci were attached to the project.**

See more in  
iTunes





*Interview with Chris Evans*







# The Divergent Series: Insurgent

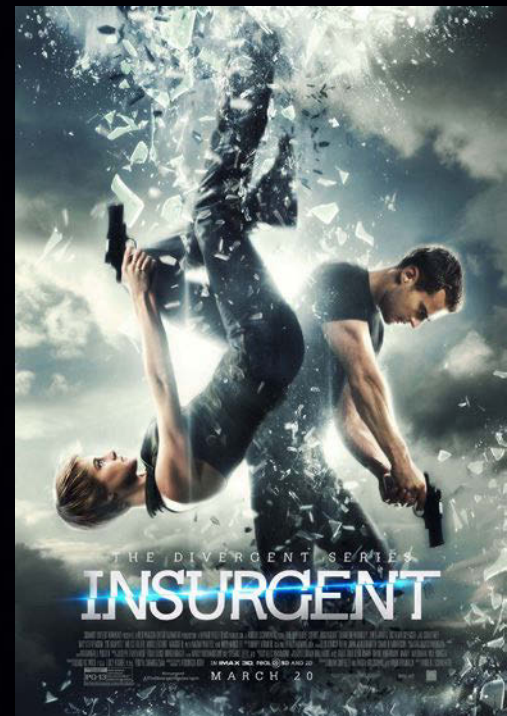
Adapted from the second in the Divergent trilogy of sci-fi adventure novels penned by Veronica Roth, *Insurgent* follows the lead character, Tris Prior (Shailene Woodley), as she and Four (Theo James) flee from the Erudite elite led by Jeanine Matthews (Kate Winslet). Tris and Four are fugitives rushing to learn what the former's family had died to protect.

## FIVE FACTS:

1. This is the second movie adapted from a Divergent novel.
2. The first movie so adapted was *Divergent*, released in US theaters on March 21, 2014.
3. The critical reaction to *Insurgent* was mixed; the consensus on film reviews compilation site Rotten Tomatoes reads: "Shailene Woodley gives it her all, but *Insurgent* is still a resounding step back for a franchise struggling to distinguish itself from the dystopian YA crowd."
4. Nonetheless, **the movie's worldwide box office gross was a healthy \$295.2 million**, including \$130.2 million in North America, from a \$110 million budget.
5. It has been announced that the story of the third Divergent novel, *Allegiant*, will be told across two movies, **scheduled for respective release on March 16, 2016 and March 24, 2017.**







iTunes Preview



by Robert Schwentke  
Genre: Action & Adventure  
Released: 2015  
Price: \$19.99

★★★★★  
492 Ratings



Trailer

Rotten Tomatoes

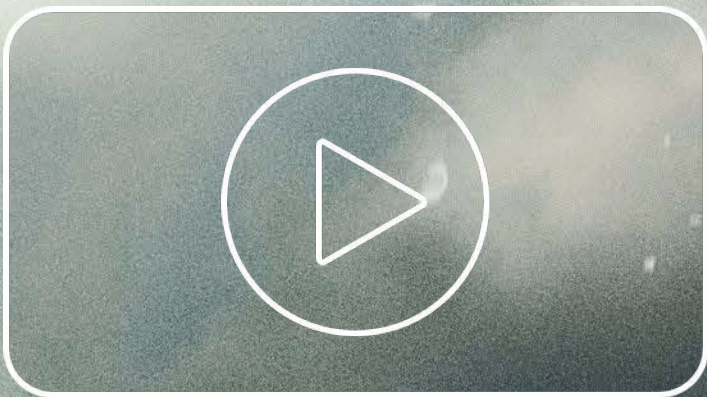
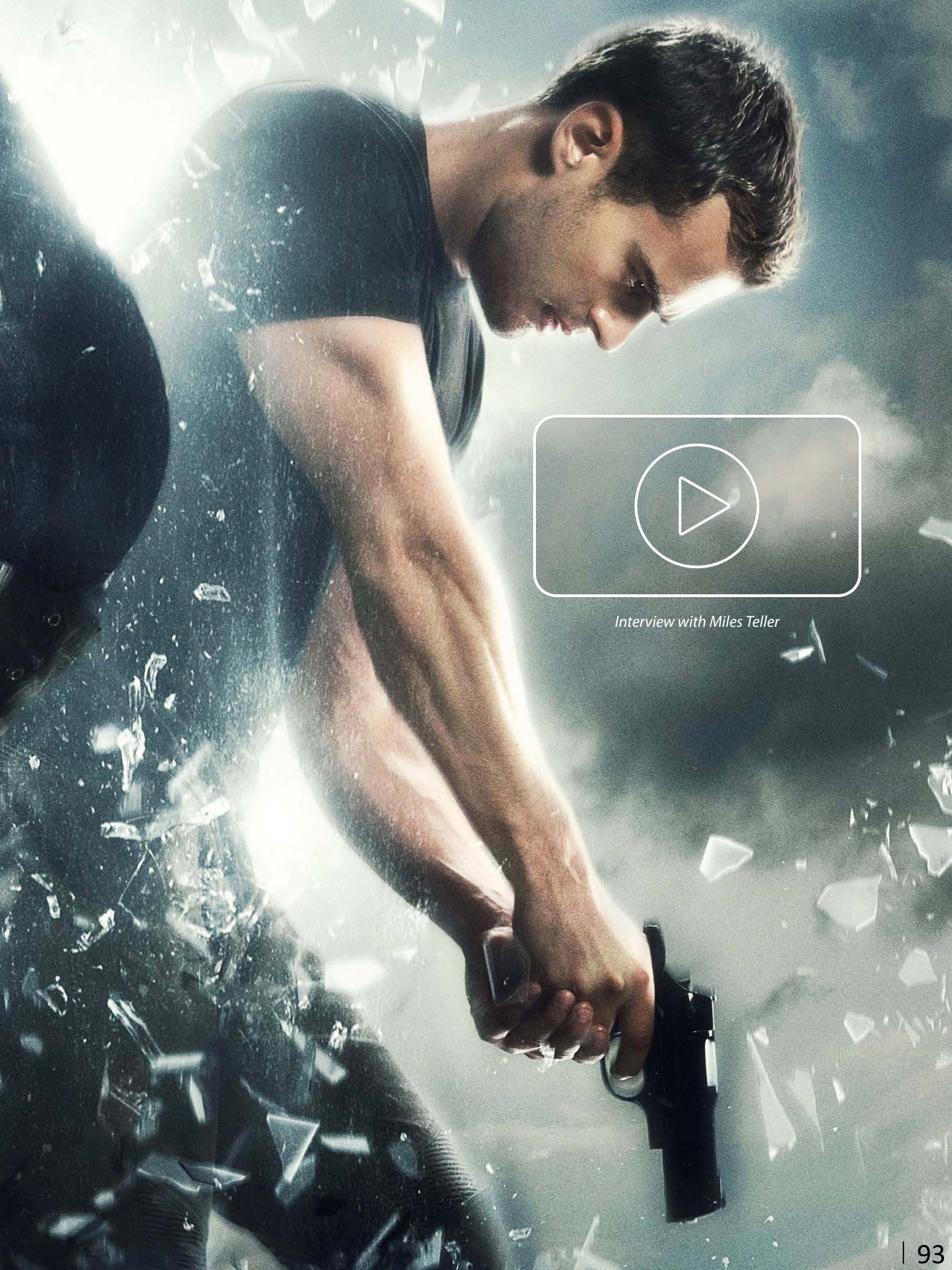


30%









*Interview with Miles Teller*



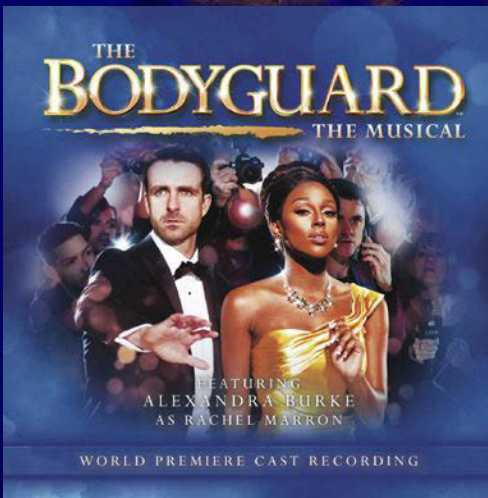
# iTunes

Review

*Music*







iTunes Preview



Genre: Musical  
Released: Jul 17, 2015  
20 Songs  
Price: \$9.99

We have not received enough ratings to display an average for this album.



*I Will Always Love You*

# The Bodyguard - The Musical (World Premiere Cast Recording) Various Artists

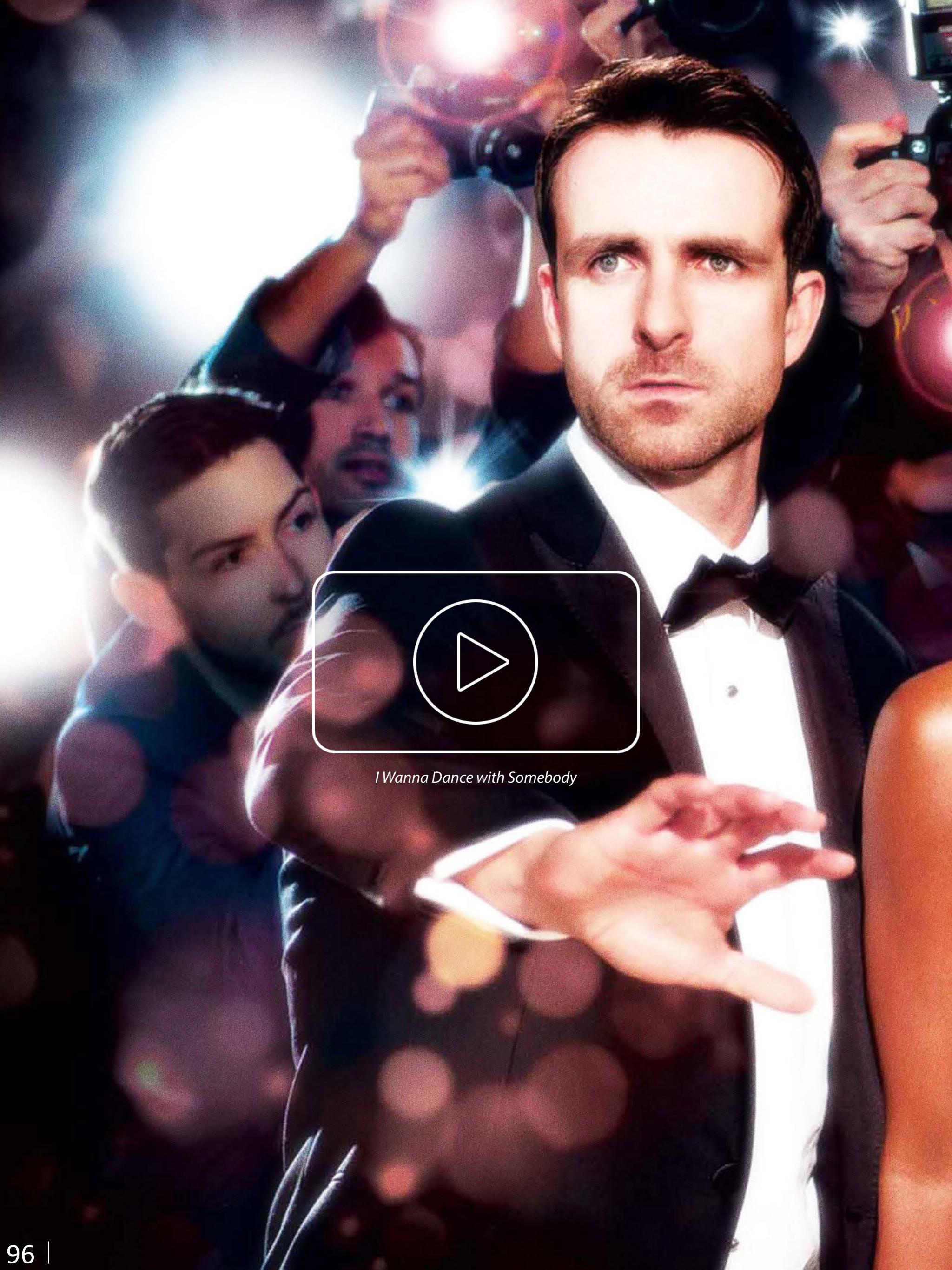
It was recently announced that a musical based on The Bodyguard, the hit 1992 movie starring Kevin Costner and Whitney Houston, will tour North America in 2016. However, the musical actually debuted in London in 2012, and this album consists of music from the West End version of the show. Why not listen to it for a better idea of what we can expect next year?

## FIVE FACTS:

1. This album's leading vocal contributor is the West End musical's star, British singer Alexandra Burke.
2. Burke was the 2008 winner of the popular British talent show The X-Factor, which is basically the UK equivalent of American Idol.
3. The West End production, and therefore also this album, include several well-known Whitney Houston songs, including "Saving All My Love for You", "How Will I Know" and "I Wanna Dance with Somebody", that never appeared in the film version of The Bodyguard.
4. Deborah Cox has described landing the starring role in the upcoming North American version of the musical as **"a dream of a lifetime"**.
5. The musical is also set to be **staged in the Netherlands later this year**.

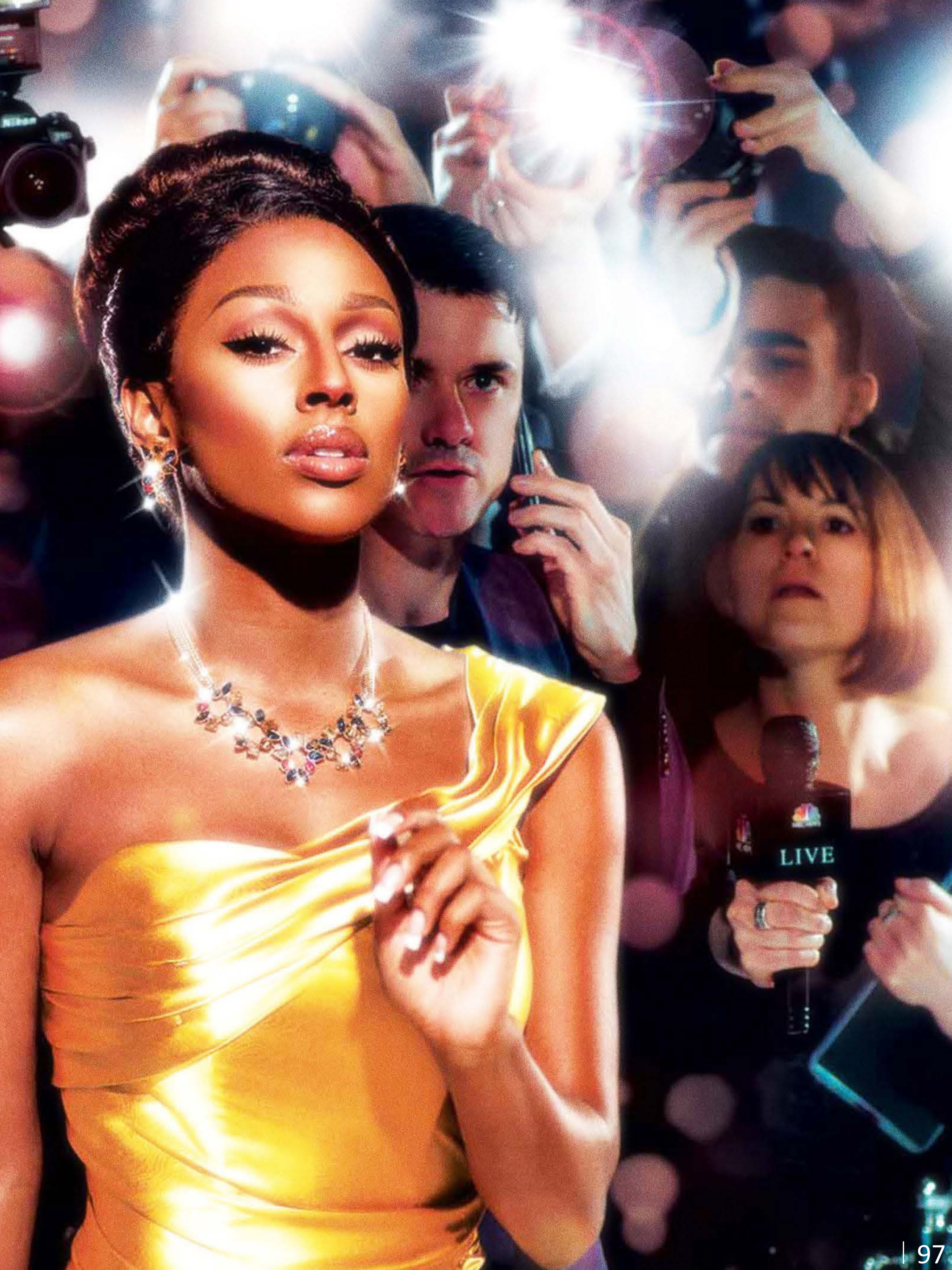
See more in  
iTunes





*I Wanna Dance with Somebody*







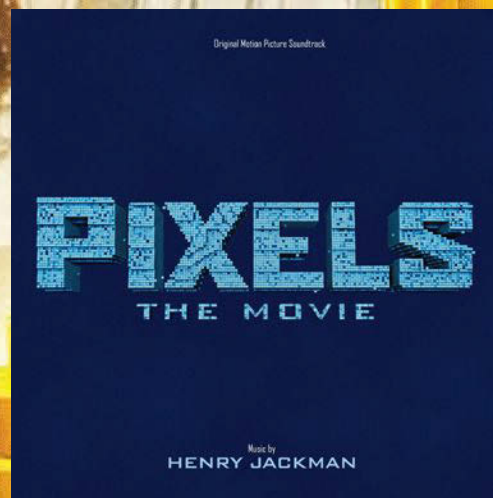
# Pixels: The Movie (Original Motion Picture Soundtrack)

Henry Jackman

The sci-fi comedy film *Pixels*, starring Adam Sandler, Kevin James and Michelle Monaghan as battlers against huge virtual recreations of arcade game characters from the 1980s, has a soundtrack scored by Henry Jackman. The movie is undeniably wacky - but, now, here is an opportunity to listen to its score more closely, without distractions of CGI and humorous dialog.

## FIVE FACTS:

1. *Pixels* is helmed by *Home Alone* and *Mrs. Doubtfire* director Chris Columbus.
2. The movie opened in US theaters on 24 July.
3. **The movie is based on Patrick Jean's two-minute short film of the same name**, which was released in April 2010.
4. Other films that Henry Jackman has composed for include *X-Men: First Class*, *Wreck-It Ralph*, and *Captain America: The Winter Soldier*.
5. **The *Pixels* end credits song is "Game On" by Waka Flocka Flame and featuring Good Charlotte**, but this does not appear on the *Pixels* soundtrack available on iTunes.



iTunes Preview

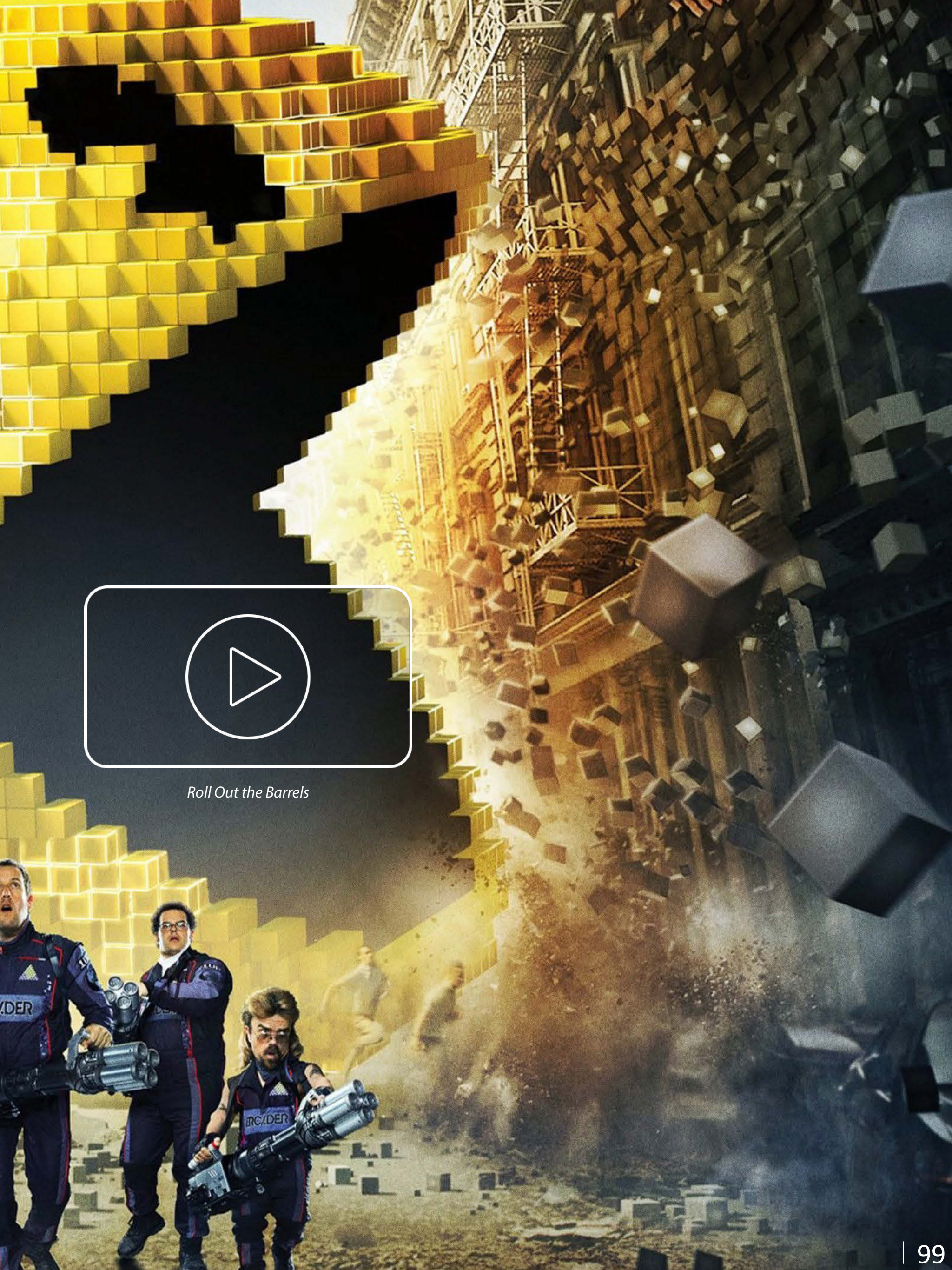


Genre: Soundtrack  
Released: Jul 24, 2015  
21 Songs  
Price: \$9.99

We have not received enough ratings to display an average for this album







*Roll Out the Barrels*





*Sweet Spot*





THE  
MOVIE







# *SCIENTISTS WORRY ABOUT ARMS RACE IN ARTIFICIAL INTELLIGENCE*



Scientists and tech experts - including professor Stephen Hawking and Apple co-founder Steve Wozniak - warned Tuesday of a global arms race with weapons using artificial intelligence.

In an open letter with hundreds of signatories, the experts argued that if any major military power pushes ahead with development of autonomous weapons, “a global arms race is virtually inevitable, and the endpoint of this technological trajectory is obvious: autonomous weapons will become the Kalashnikovs of tomorrow.”



Some people have argued in favor of robots on the battlefield, saying their use could save lives. Such weapons are still years away.

But the scientists warned that, unlike nuclear weapons, once they are developed they will require no costly or hard-to-obtain raw materials - making it possible to mass-produce them.

“It will only be a matter of time until they appear on the black market and in the hands of terrorists, dictators wishing to better control their populace, warlords wishing to perpetrate ethnic cleansing, etc.,” the letter said.

The signatories included leading figures globally in academia and business studying artificial intelligence - the idea that computer systems could replicate tasks normally requiring human intelligence, such as language translation or visual perception. They were joined by philosophers, historians, sociologists and geneticists.



Image: Marco Ugarte













Those signing letter included Elon Musk, Tesla Motors CEO; Demis Hassabis, who founded Google DeepMind; and Noam Chomsky, an emeritus professor at MIT.

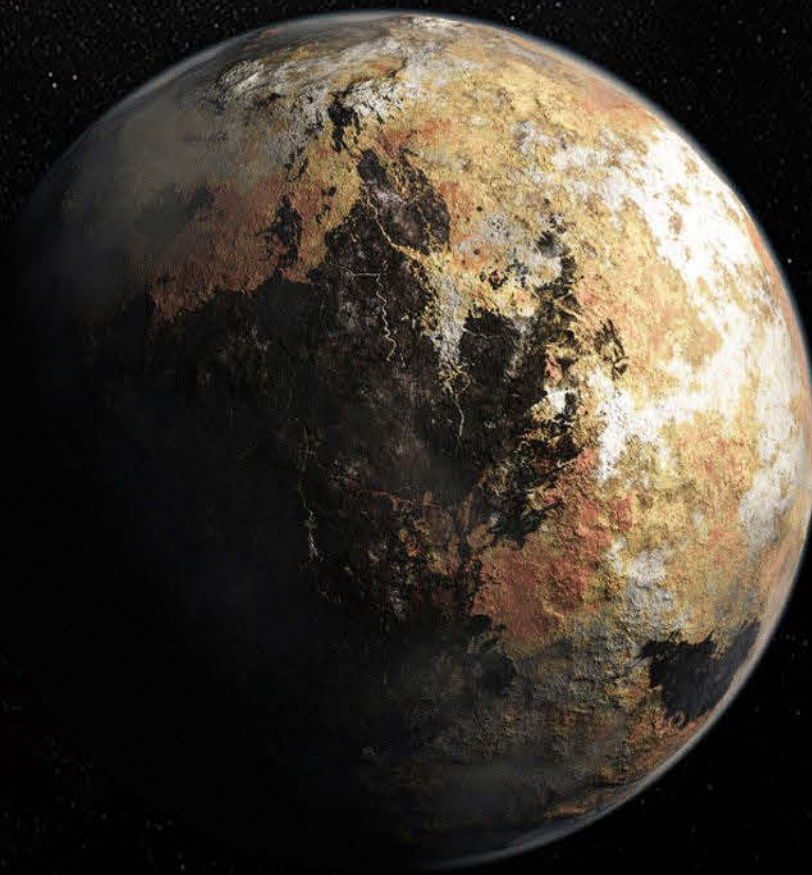
Sean O hEigeartaigh, the executive director of Cambridge University's Center for the Study of Existential Risk, said that he is hoping for a discussion on whether autonomous weapons should fall into the same category as chemical weapons and blinding lasers - namely that they be shunned.

"It's imperative to hear the voices of the scientists," he said of the many who have devoted their lives to having such systems benefit humanity.

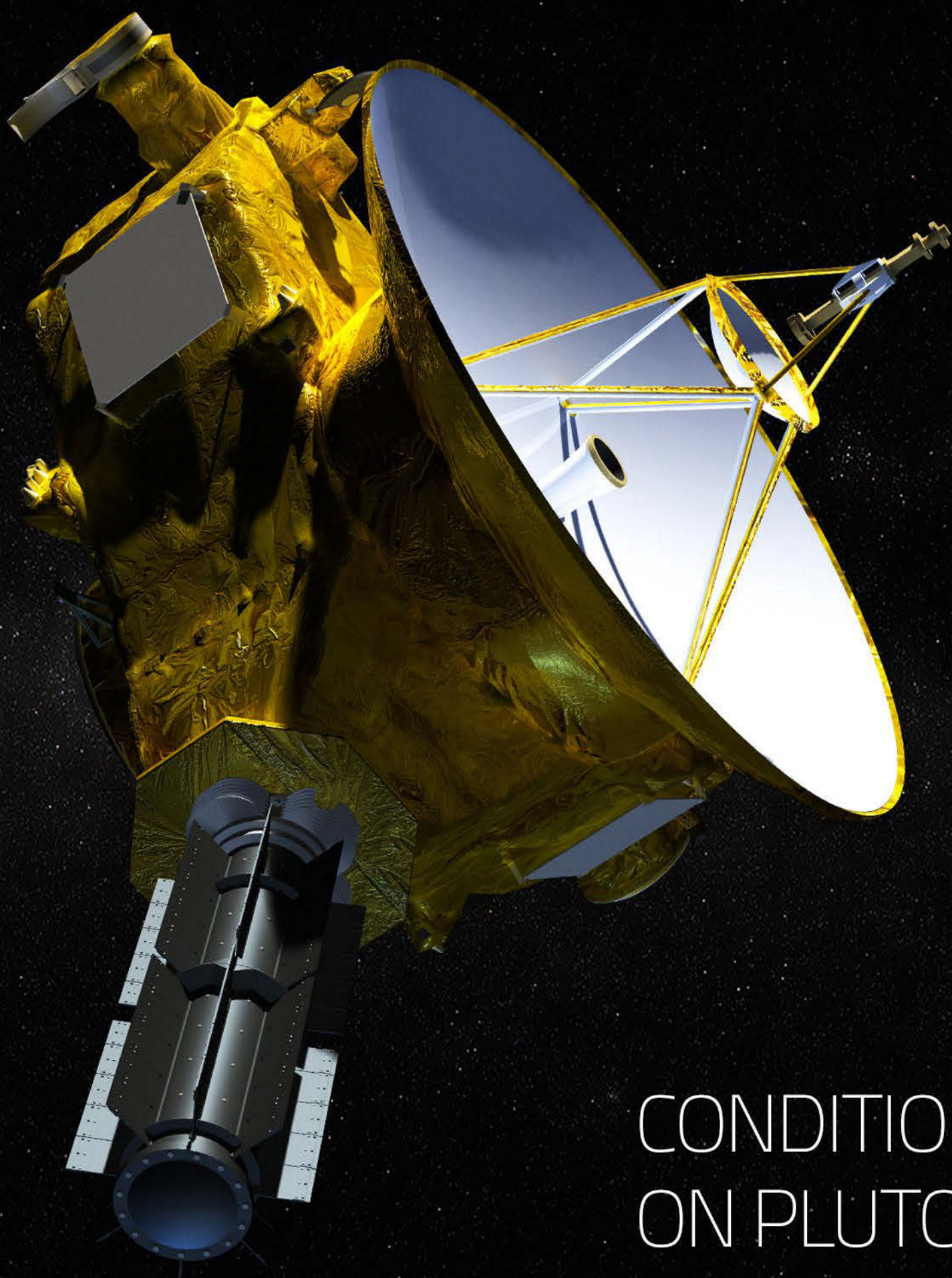


# SCIENCE

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CONDITIONS  
ON PLUTO  
INCREDIBLY  
HAZY WITH  
FLOWING ICE









Pluto is hazier than scientists expected and appears to be covered with flowing ice.

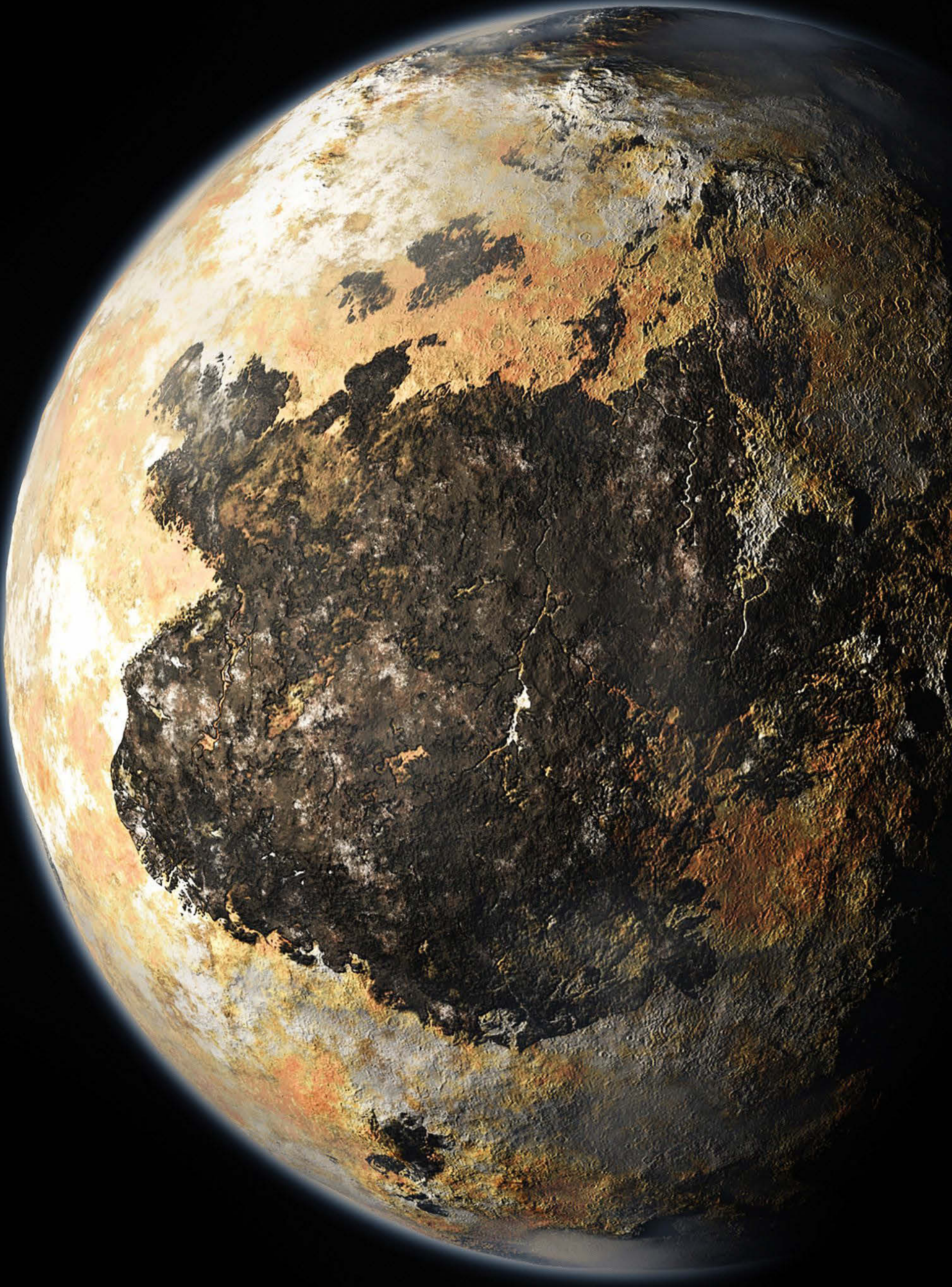
The team responsible for the New Horizons flyby of Pluto last week released new pictures Friday of the previously unexplored world on the edge of the solar system.

If you're seeing a cardiologist, you may want to leave the room, principal scientist Alan Stern teased at the opening of the news conference at NASA headquarters. There are some pretty mind-blowing discoveries.


NASA's New Horizons spacecraft, now 7.5 million miles beyond Pluto, has detected layers of haze stretching 100 miles (160 kilometers) into the atmosphere, much higher than anticipated. All this haze is believed to account for the dwarf planet's reddish color.

If you were standing on Pluto and looking up, you probably wouldn't notice the haze, said George Mason University's Michael Summers. In fact, New Horizons had to wait until after its closest approach on July 14, so the sun would silhouette Pluto and the atmosphere could be measured by means of the scattered sunlight.









As for the ice flows, they appear to be relatively recent no more than a few tens of millions of years, according to William McKinnon of Washington University in St. Louis. That compares with the 4.5 billion-year age of Pluto and the rest of the solar system.

To see evidence of such recent activity, he said, is simply a dream come true.

Temperatures on Pluto are minus 380 degrees Fahrenheit (minus 229 degrees Celsius), and so water ice would not move anywhere in such extreme cold. But McKinnon said the nitrogen and other ices believed to be on Pluto would be geologically soft and therefore able to flow like glaciers on Earth.

Some of that plutonian ice seems to have emptied into impact craters, creating ponds of frozen nitrogen. One of those semi-filled craters is about the size of metropolitan Washington D.C., McKinnon said.

These latest findings support the theory that an underground ocean might exist deep beneath Pluto's icy crust, McKinnon said.

These ice flows - which might still be active - are found on Pluto's vast icy plain, now called Sputnik Planum after Earth's first man-made satellite. The plain is about the size of Texas and occupies the left side of Pluto's bright heart-shaped feature, named Tombaugh Regio after the late astronomer who discovered Pluto in 1930, Clyde Tombaugh.

It's evident now that the two lobes of the heart are quite different; Stern speculated that nitrogen snow could possibly be blowing from the brighter left, or western, side to the right.

One of Pluto's newly discovered mountain ranges now bears the name of Sir Edmund Hillary, who along with Sherpa guide Tenzing Norgay conquered Mount Everest in 1953. The New Horizons team already had named another series of mountains after Norgay.



The spacecraft traveled 3 billion miles over 9 1/2 years to get the first close-up look of Pluto. The New Horizons team stressed that most of the collected data are still aboard the spacecraft and will take more than a year to obtain. Over the next several weeks, much of the incoming transmissions will consist of engineering or other technical data - and only a few images.

But starting in mid-September, the spigot opens again, promised Stern, a scientist at the Southwest Research Institute. From then until fall 2016, The sky will be raining presents with data from the Pluto system. It's going to be quite a ride.

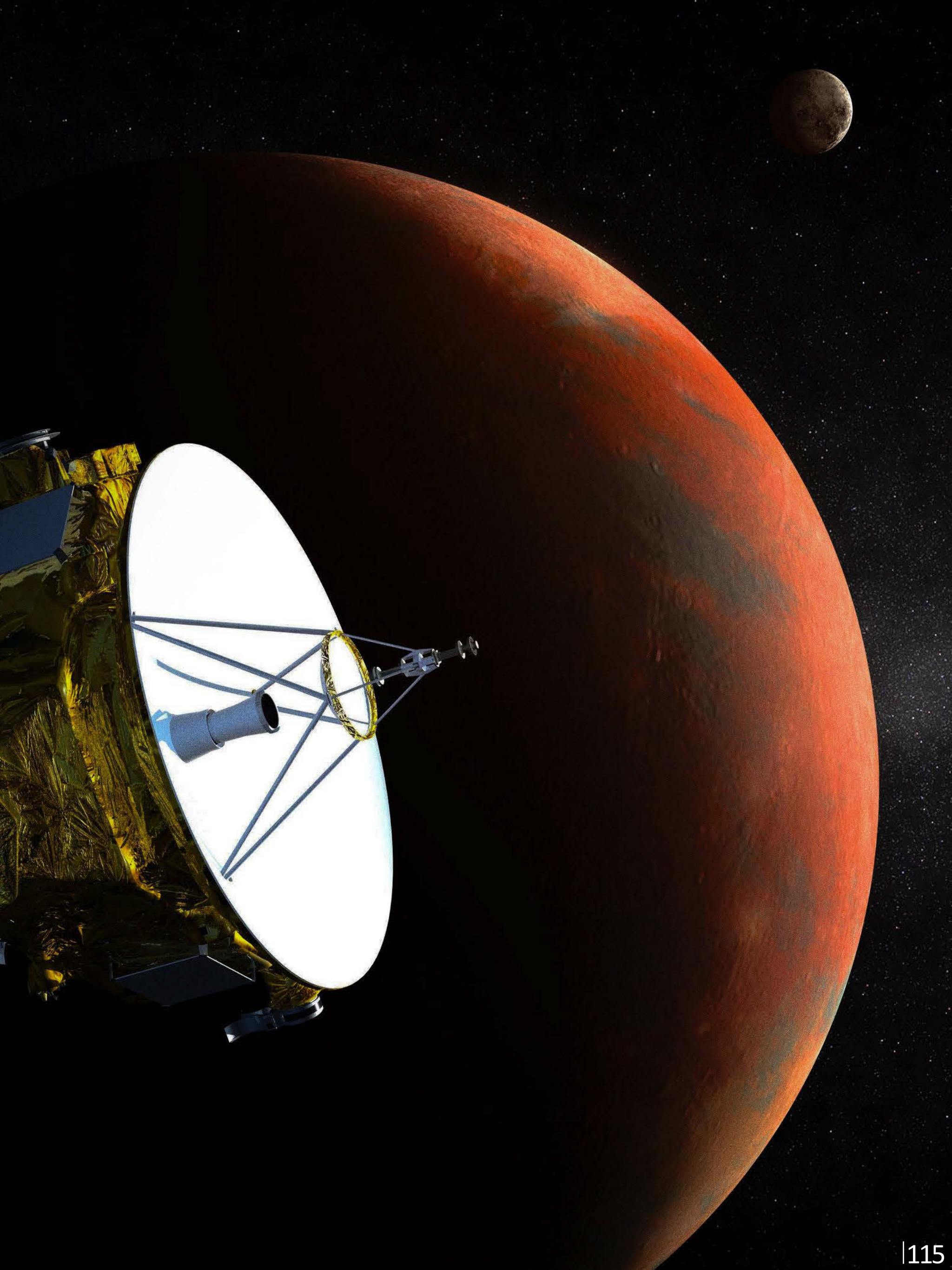
Online

NASA [https://www.nasa.gov/mission\\_pages/newhorizons/main/index.html](https://www.nasa.gov/mission_pages/newhorizons/main/index.html)

Johns Hopkins University: <http://pluto.jhuapl.edu/>















## HIGH COSTS PLAGUE SOME STATE-RUN HEALTH INSURANCE MARKETS





HealthCare.gov

Individuals & Families

Get Coverage

Keep or Change Your Plan

Get Answers

# See plans & prices for 2014

Starting November 15, you can enroll in an affordable health plan that

**SEE PLANS & PRICES**

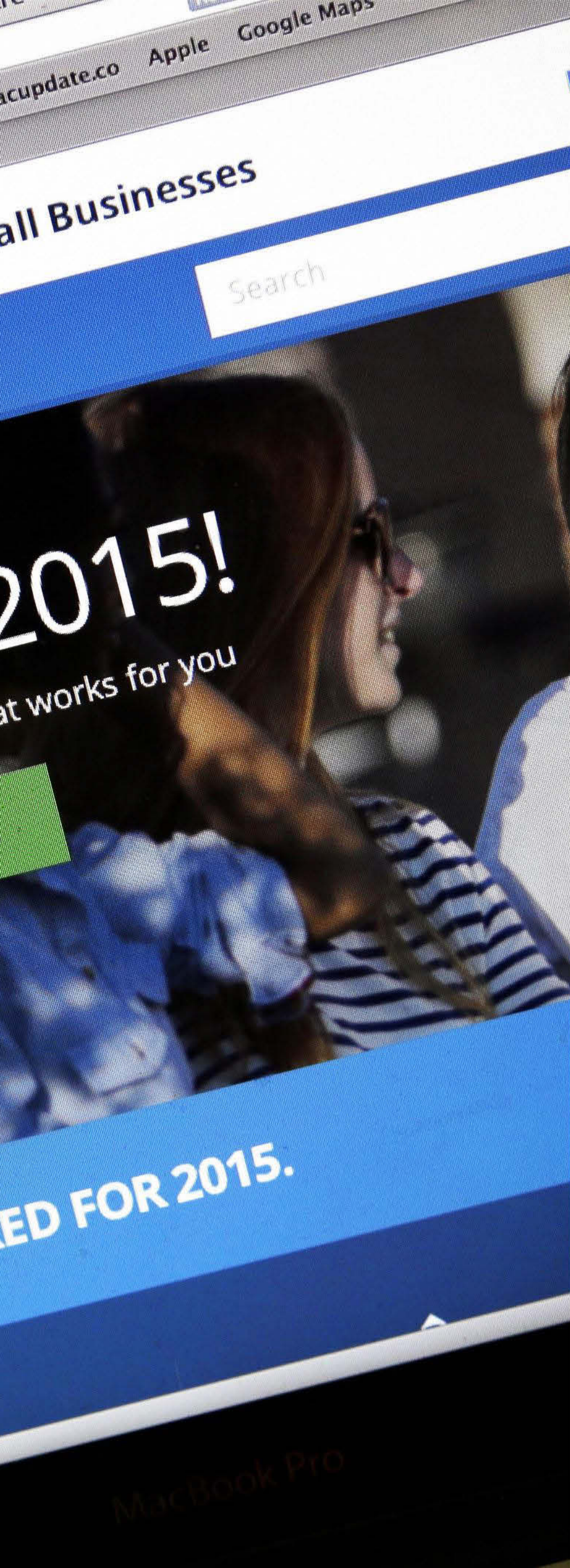
**GET READY TO ENROLL**

You may still be able to get coverage for the rest of 2014. [Learn more.](#)

**HAVE A 2014 PLAN? STAY COVERED**







State-run health insurance markets that offer coverage under President Barack Obama's health law are struggling with high costs and disappointing enrollment. These challenges could lead more of them to turn over operations to the federal government or join forces with other states. Hawaii's marketplace, the latest cautionary tale, was awarded \$205 million in federal startup grants. It has spent about \$139 million and enrolled 8,200 customers for individual coverage in 2015. Unable to sustain itself, the state marketplace is turning over sign-ups to the federal HealthCare.gov for 2016.

Twelve states and the District of Columbia fully control their markets. Experts estimate about half face financial difficulties. Federal taxpayers invested nearly \$5 billion in startup grants to the states, expecting that state markets would become self-sustaining. Most of the federal money has been spent, and states have to face the consequences.

"The viability of state health insurance exchanges has been a challenge across the country, particularly in small states, due to insufficient numbers of uninsured residents," said a statement from the office of Hawaii Democratic Gov. David Ige, announcing last month that his state's sign-ups were being turned over to the federal government.

Now that the Supreme Court has ruled the Obama administration can keep subsidizing premiums in all 50 states through HealthCare.gov, no longer is there a downside for states turning to Washington. If the decision had gone the opposite way, state exchanges would have been a leaky lifeboat for preserving a major expansion of taxpayer-subsidized coverage under the law.

With the pressure gone, "I think you are going to see much more of a hybrid across the nation," said Peter Lee, who heads California's state-run marketplace. Covered California fell short of its sign-up projections this year by nearly 20









percent, but Lee says it remains “a solid business proposition.” States are “talking a lot about shared services,” Lee said. “It’s how you get economies of scale.”

States could pool resources on functions such as labor-intensive call centers or use HealthCare.gov’s technology for online enrollment. They generally want to keep control over marketing, consumer education and oversight of insurance plans. Sustainability is the focus of the administration’s annual meeting with state exchange directors, scheduled for the end of the month in the Washington area. The two-day meeting is closed to the media.

“Each state has a different set of circumstances that informs their approach, and we will continue to support their efforts,” said Mayra Alvarez, the federal liaison to state marketplaces.

The pendulum probably will swing toward a greater federal role in the next couple of years, said Jim Wadleigh, director of Connecticut’s Access Health. Eventually, more states will want to take the lead, he said, because it gives them greater control over health care, particularly modernizing Medicaid programs for low-income people. In New England, there’s talk of a regional exchange. The insurance industry would welcome consolidation. “Our biggest concern is that you may see many states looking to enact taxes and fees, and that makes health care less affordable,” said Justine Handelman, policy chief at the Blue Cross Blue Shield Association.

Hawaii is the third state exchange going to the federal sign-up system, following Nevada and Oregon, which made the switch last year. Among the problems confronting states:

- Minnesota’s MNsure faces a murky financial future. Its budget is balanced as a result of repeated cuts when enrollment has come in below projections, a tactic that cannot work forever. Despite a slew of proposals, no concrete









changes came out of the state's most recent legislative session. Democratic Gov. Mark Dayton has signaled that MNSure's fate is on the table, including the option of shifting operations to HealthCare.gov.

-The U.S. attorney in Boston has subpoenaed records dealing with the troubled rollout of the Massachusetts Health Connector, dating to 2010.

-Colorado officials are considering big changes to the state's marketplace, from pooling call centers with other states to dismantling the exchange and relying on HealthCare.gov instead. Although the market is on solid financial footing, it has fallen short of best-case enrollment goals.

-A federal audit concluded that Maryland used exchange establishment grants from Washington to pay for \$28.4 million in costs that should have been allocated to the state's Medicaid program. State officials dispute that, but federal officials say Maryland should pay the money back. Separately, the original lead contractor for the state website has agreed to repay \$45 million to avoid legal action over rollout problems last year.

-In Vermont, a debate has been raging about whether to abandon the state exchange. Democratic Gov. Peter Shumlin originally wanted a single state-run system for all residents, along the lines of Canada. Shumlin backed off because it would have meant prohibitively high taxes. He wants to fix the state exchange, still grappling with technology problems that plagued it from launch.









# TOP 10 SONGS

**CHEERLEADER**  
**(FELIX JAEHN REMIX RADIO EDIT)**  
*OMI*

**CAN'T FEEL MY FACE**  
*THE WEEKND*

**FIGHT SONG**  
*RACHEL PLATTEN*

**WATCH ME (WHIP / NAE NAE)**  
*SILENTO*

**SHE'S KINDA HOT**  
*5 SECONDS OF SUMMER*

**GOOD FOR YOU (FEAT. A\$AP ROCKY)**  
*SELENA GOMEZ*

**HONEY, I'M GOOD.**  
*ANDY GRAMMER*

**LEAN ON (FEAT. MØ & DJ SNAKE)**  
*MAJOR LAZER*

**SHUT UP AND DANCE**  
*WALK THE MOO*

**KICK THE DUST UP**  
*LUKE BRYAN*



JILLSON







# TOP

# 10 ALBUMS

***WOMAN***

*JILL SCOTT*

***1989***

*TAYLOR SWIFT*

***NOT AN APOLOGY***

*BEA MILLER*

***KILL THE LIGHTS***

*LUKE BRYAN*

***MONTEVALLO***

*SAM HUNT*

***BLURRYFACE***

*TWENTY ONE PILOTS*

***THE BLADE***

*ASHLEY MONROE*

***COVERED: ALIVE IN ASIA (DELUXE VERSION)***

*ISRAEL & NEW BREED*

***X (DELUXE EDITION)***

*ED SHEERAN*

***KILL THE FLAW***

*SEVENDUST*









# **TOP** 10 **MUSIC VIDEOS**

**WATCH ME (WHIP / NAE NAE)**  
SILENTO

**BAD BLOOD (FEAT. KENDRICK LAMAR)**  
TAYLOR SWIFT

**DANCE LIKE WE'RE MAKING LOVE**  
CIARA

**GOOD FOR YOU**  
SELENA GOMEZ

**UPTOWN FUNK (FEAT. BRUNO MARS)**  
MARK RONSON

**GIRL CRUSH**  
LITTLE BIG TOWN

**CHEERLEADER (FELIX JAEHN REMIX)**  
OMI

**FIGHT SONG**  
RACHEL PLATTEN

**WORTH IT (FEAT. KID INK)**  
FIFTH HARMONY

**SHAKE IT OFF**  
TAYLOR SWIFT







A close-up photograph of a person's face, focusing on the eye and cheek. A thick red diagonal line runs from the top left towards the bottom right, bisecting the image. The text 'TOP 10 TV SHOWS' is overlaid on the right side of the image.

# TOP 10 TV SHOWS

**LONG DAY'S JOURNEY**

*THE LAST SHIP, SEASON 2*

**EPISODE 4**

*HUMANS*

**BY ANY MEANS**

*THE STRAIN, SEASON 2*

**NO PUEDO HACERLO**

*SUITS, SEASON 5*

**POPE BREAKS BAD**

*FALLING SKIES, SEASON 5*

**EPS1.3\_DA3MONS.MP4**

*MR. ROBOT, SEASON 1*

**CHINATOWN**

*HELL ON WHEELS, SEASON 5*

**NO STONE UNTURNED**

*PRETTY LITTLE LIARS, SEASON 6*

**NO REFILLS**

*SUITS, SEASON 5*

**GAME ON, CHARLES**

*PRETTY LITTLE LIARS, SEASON 6*



# GREY







# YY **TOP 10** **BOOKS**

**GREY**

*E L JAMES*

**PAPER TOWNS**

*JOHN GREEN*

**THE GIRL ON THE TRAIN**

*PAULA HAWKINS*

**GO SET A WATCHMAN**

*HARPER LEE*

**THRILL ME**

*SUSAN MALLERY*

**CIRCLING THE SUN**

*PAULA MCLAIN*

**BADLANDS**

*C. J. BOX*

**CODE OF CONDUCT**

*BRAD THOR*

**LUCKIEST GIRL ALIVE**

*JESSICA KNOLL*

**NEW ENGLAND SOUP FACTORY COOKBOOK**

*MARJORIE DRUKER & CLARA SILVERSTEIN*



# MICROSOFT'S FREE WINDOWS 10 GIVEAWAY: WHAT THAT MEANS

Microsoft's new Windows 10 operating system debuts Wednesday, as the longtime leader in PC software hopes that giving the upgrade away for free will help it carve out a new role in a world where people increasingly rely on smartphones, tablets and information stored online.

The company is counting on tens or even hundreds of millions of people to download its latest release in the coming months. Many people will also get Windows 10 as part of new PCs. The launch will be accompanied by a global marketing campaign for an event the company hopes will be pivotal - both for its own future and for a vast audience of computer users around the world.

Windows 10 is coming to PCs and tablets first, but it's also designed to run phones, game consoles and even holographic headsets. It has new features, a streamlined Web browser called Edge and a desktop version of Cortana, the online assistant that is Microsoft's answer to Google Now and Apple's Siri.









Still, the company insists Windows 10 will seem familiar to users of Windows 7, the six-year-old operating system still running on most PCs. Microsoft and PC makers want to erase the memory of the last big update, 2012's Windows 8, which alienated many with its jarring, unwieldy design.

Microsoft skipped the name Windows 9, as if to distance itself further from the last release. While many analysts believe Windows 8 made sagging PC sales even worse, it's unclear if Windows 10 will spur the industry back to growth.

Here's a look at the launch and why it matters:







Q: What happens this week?

A: Microsoft plans promotional events in several cities Wednesday, tied to a global ad campaign and a series of charitable donations. About 5 million people who enrolled in an earlier test program will be able to download Windows 10 right away.

The company is also offering Windows 10 as a free download, any time over the next year, to anyone who has the Home or Pro versions of Windows 7 or 8 (but not the Enterprise versions used by big organizations). Some people might not get it the first day; Microsoft says it will deliver downloads in waves, to ensure things go smoothly, but it hasn't said how long that will take. Details on how to upgrade are here: <http://bit.ly/1eNCySl>.

Retailers such as Best Buy, Staples and Wal-Mart will have some desktops and laptops with Windows 10 already installed. More models are coming.

Q: Why is Microsoft giving Windows 10 for free?

A: The company wants to get the new software on as many devices as possible. Microsoft needs a large pool of users to convince independent programmers that it's worth their time to build useful or entertaining apps for Windows 10 devices. Executives also believe that if people are exposed to the latest and best Windows, they're more likely to try other Microsoft products on PCs and mobile devices.




CEO Satya Nadella says he wants to have 1 billion devices running Windows 10 in three years. Microsoft estimates there are 1.5 billion people who currently use some kind of Windows. Rather than charging them to upgrade, as Microsoft used to do, it's embracing the free download model pioneered by Apple and Google.














Miranda


## Places

-  File Explorer
-  Documents
-  Settings

## Most used

-  Word
-  Mail
-  People
-  News
-  OneDrive
-  Calculator
-  Health & Fitness
-  Food & Drink
-  Finance

## Recently added

-  Frozen Free Fall

All apps ↓



Welcome Miranda!  
How can I help you today?

Cortana

Interview new  
consultant  
Fourth Coffee  
2:00 PM

Monday 16



Maps



mint.com



Weather



Travel



BLUE YONDER  
80.81 ▲ +0.10% (+0.08)



tripadvisor®



Food & Drink

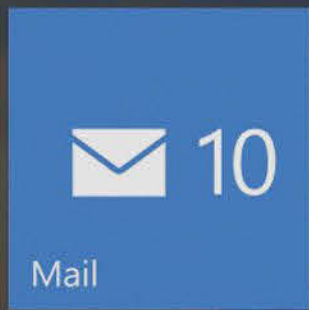


Ask me anything

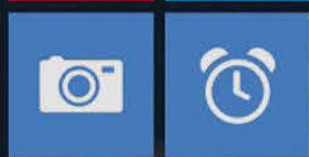
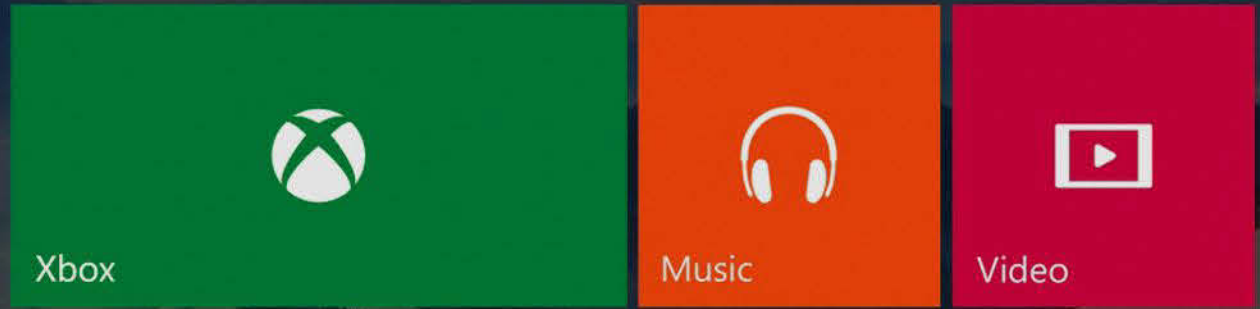




## Work



## Entertainment



Q: How will Microsoft make money?

A: Microsoft will still collect licensing fees from PC makers that install Windows 10 on new machines. In recent years, most consumers have waited until they bought a new computer to get the latest Windows. Microsoft also makes money from selling Windows and other software to large businesses and organizations.

In addition, Microsoft is counting on Windows 10 to spur more use of other services. Microsoft makes money from selling advertising for its Bing search engine, and Windows 10 comes with many apps that steer people to Bing. The company also collects fees from people who use premium versions of its Office software, OneDrive cloud storage and Skype.

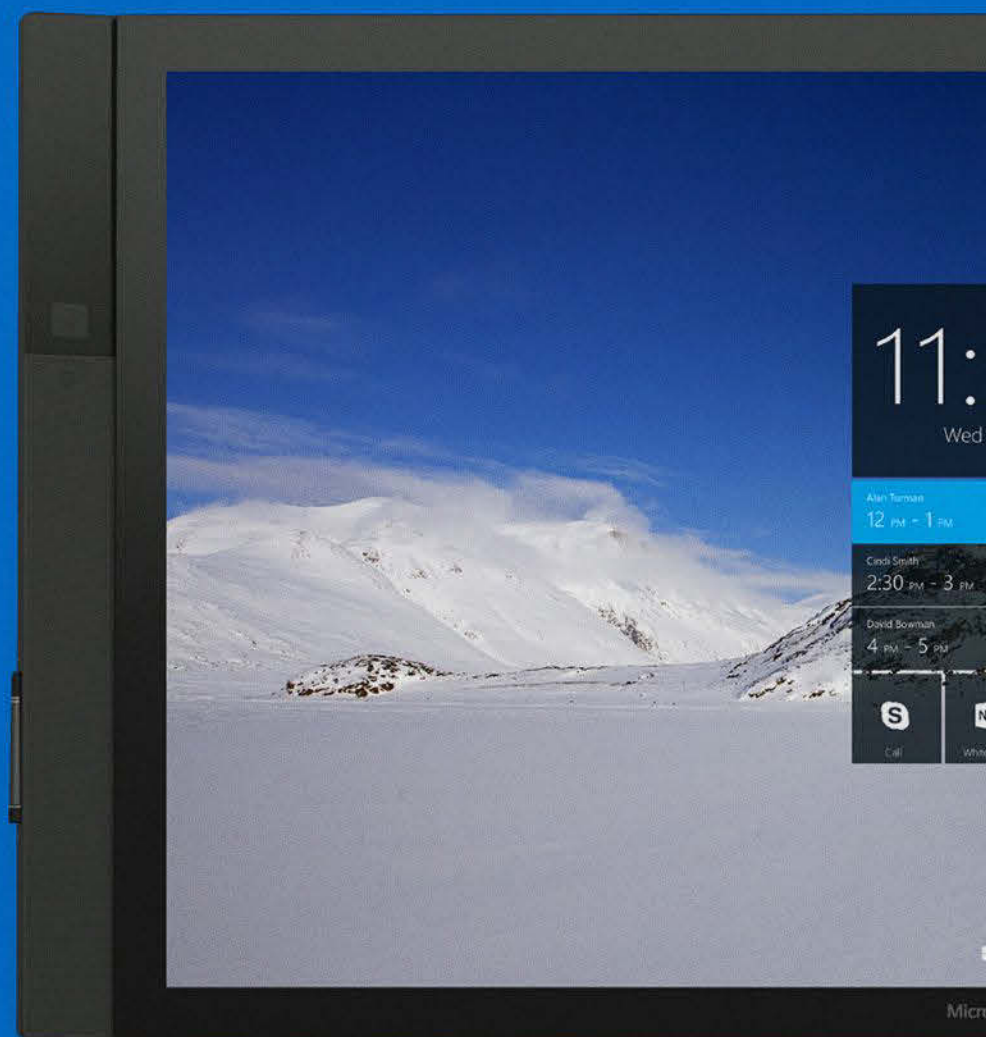


Q: Why does this matter to consumers?

A: Microsoft says Windows 10 is designed for the way people use computers today - with a faster Web browser and features that make it easier to start tasks on a PC and then switch to a hand-held device. (Apple and Google tout similar features in their software.)

Windows 10 also lets users log in with their face, iris or thumbprint, instead of remembering passwords, though this works only with computers equipped with the right hardware.

Most PC users are still working with Windows 7, thanks to Windows 8's unpopularity. But Microsoft plans to phase out maintenance and security support for Windows 7 over the next five years, and for Windows 8 by 2023, as it did with the older Windows XP. Still, there's no need to panic about upgrading right away.



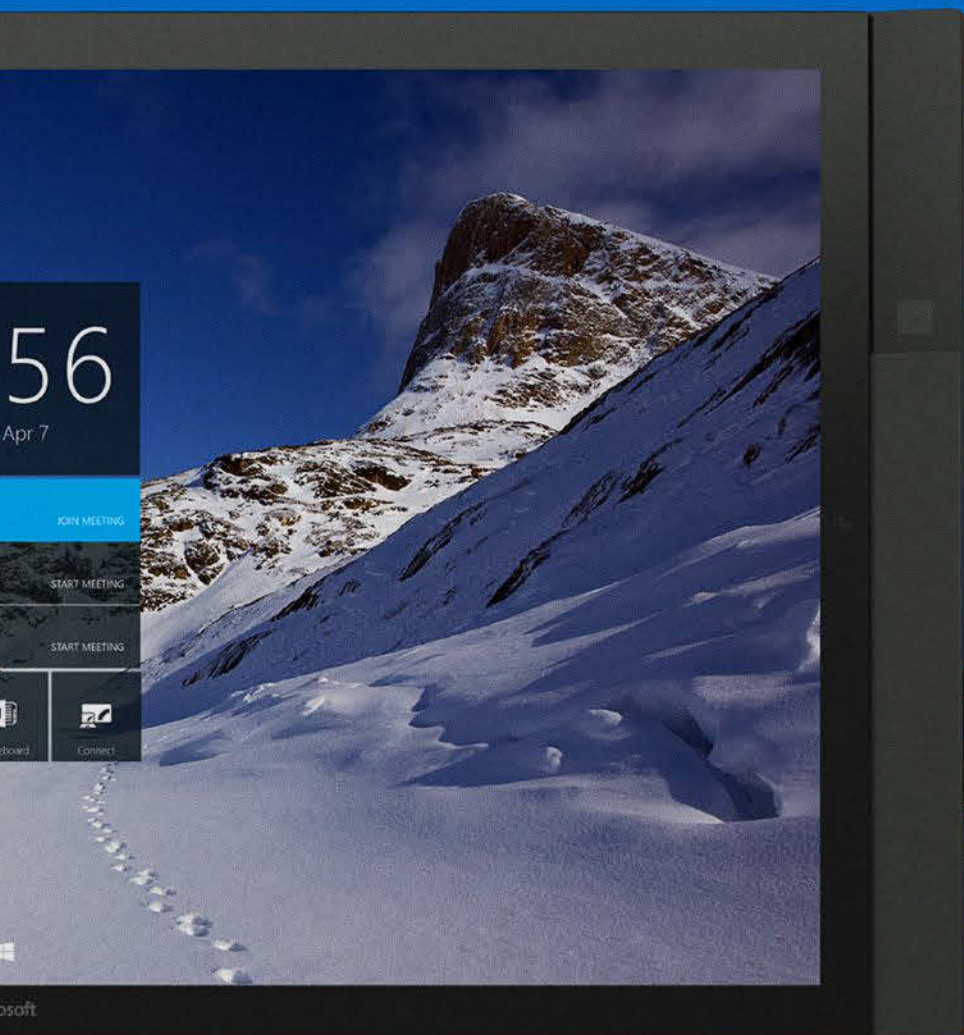


Q: Why is it important to the tech industry?

A: The growth in mobile devices has caused PC sales to decline for more than three years, hurting manufacturers like Hewlett-Packard and companies like Microsoft and Intel, whose products are used with PCs.

Windows 10 won't make people give up their hand-held gadgets, but it's part of Nadella's strategy to reposition Microsoft for a world where people use multiple devices. PC makers are hoping he succeeds.

Jeff Barney, who runs Toshiba's consumer PC business, said the new software is easier to use than Windows 8 and will complement hardware advances in Toshiba's newest machines. Although Barney isn't expecting a big rush to stores Wednesday, "over time, I think we're going to see a positive trend in sales."











## *NY WINS \$600 MILLION HUB FOR PHOTONICS RESEARCH, DEVELOPMENT*

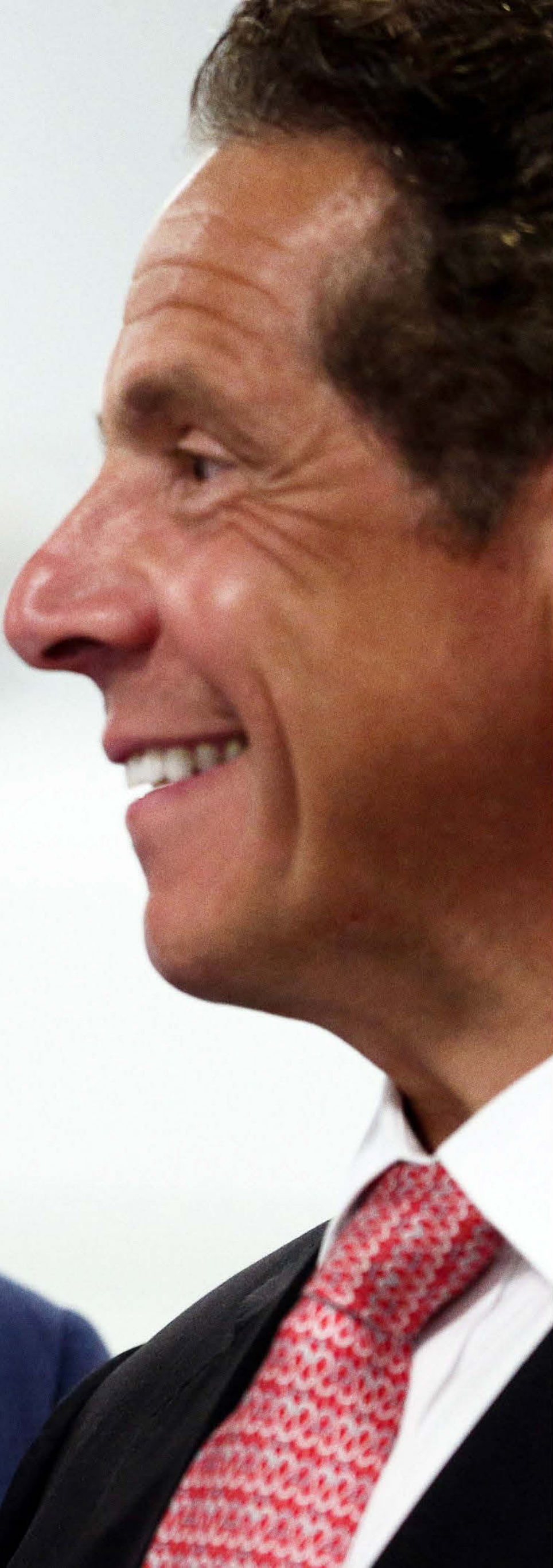
A \$610 million research and manufacturing hub dedicated to the science of photonics - the use of light in technology - will be developed in western New York, federal and state officials said Monday, which could mean thousands of jobs for the region.

Photonics involves the use of light in robotics, medical imaging, national security and other fields. Western New York already has about 100 companies focused on optics and photonics, and supporters of the new project say it









will bring jobs in government, industry and academia to advance photonics research and its commercial uses.

“This is a huge win that will shape our region’s economy for decades to come,” Rep. Louise Slaughter said.

The project will be funded in part by \$110 million from the U.S. defense department, with an additional \$500 million in state and private investment, Vice President Joe Biden and Gov. Andrew Cuomo said in Monday’s formal announcement.

New York’s bid was selected from among three finalists competing for the project since it was announced by President Barack Obama’s administration last fall as part of efforts to strengthen American manufacturing. Southern California and central Florida also were in the running.

The integrated photonics manufacturing institute is envisioned as a photonics “ecosystem” that includes domestic foundry access, automated packaging, assembly and workforce development.

“The photonics center we are now bringing to Rochester will harness the power of the Defense Department and the prowess of Rochester’s 24,000 employee-strong photonics industry and focus it like a laser beam to launch new industries, technologies, and jobs,” Sen. Charles Schumer said in a statement.

New York’s bid involved a consortium that includes the Rochester Institute of Technology, University of Rochester, State University of New York Polytechnic Institute, Massachusetts Institute of Technology, University of Arizona and University of California at Santa Barbara.

Biden announced the award with Cuomo following a private briefing on the technology at the State University of New York Polytechnic Canal Ponds business park.



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